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MAY 1, 1938

Foreign
$4.00 the Year

Broadcast Advertising

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

THE JOHN CRERAR LIBRARY
MAY 3 1938

What—No

BUDAPEST?

Has it ever occurred to you who see us frequently on this cover that the area into which WOR pumps 50,000 of those things called watts contains 14 cities with more than 100,000 people each? Probably you never stopped to think of that, and we don't blame you.

But in the course of a year we have cause to give it a good deal of attention. For, if WOR covered only 4 of these 14 cities, it would still cover the 1st, 3rd, 18th and 23rd greatest buying markets in these United States.

It may also interest anybody who's read this far that, if ALL the retail sales made in the cities of (*hold tight*) CHICAGO, LOS ANGELES, DETROIT, BOSTON, CLEVELAND, WASHINGTON, ST. LOUIS, BALTIMORE, SAN FRANCISCO, PITTSBURGH, MILWAUKEE, MINNEAPOLIS, KANSAS CITY, BUFFALO, CINCINNATI, SEATTLE, PORTLAND (Ore.) and MEMPHIS* were lumped together, they would equal *less* than the total retail sales made in the WOR area.

So, if you make something you would like to sell, you could do a lot worse than be introduced by this greater-New York station.

Your competitors will regard you with mixed stares of fury and awe as the sales pile up. But they know what they can do. If this last remark causes any misunderstanding, we'll be glad to explain it more thoroughly at—Sales Office, 1440 Broadway, in New York.

**Honestly, we tried. But we couldn't drag in Budapest.*

WOR

Power to attract Denver's largest radio audience!

For fifty-two weeks KLZ has broadcast a fascinating program in which station announcers and newscasters have been charged with errors in pronunciation and diction (real or fancied) reported by listeners during the week. Presided over by a genial judge, dignified by an all-knowing clerk of the court, and featuring the versatile, friendly and popular announcing members, "BONERS COURT" has 'clicked,' become one of the most popular programs in the area, played to the capacity of the main studio week in and week out—without a name star and without musical trappings.

Thursday, March 24, marked the first anniversary of this distinctive program. Announcements proclaimed a new time and place, invited listeners to secure admission tickets. The largest studio audience in Denver history attended the anniversary broadcast, held in the ultra-modern Lincoln Room, largest and finest room of its kind in the Rocky Mountain area.

Shows on KLZ play to capacity studio crowds day after day, a visible index of its great and growing popularity in the homes of Denver and the Rocky Mountain region. Showmanship makes KLZ the first choice of the audience. Complete and skilful program exploitation makes it first choice of sponsors.

Scenery can be measured in miles. Markets must be measured in terms of people. Thirty-three counties in Colorado are fifty percent or more National Park and Forest, with a population density of only 4.1 persons per square mile. KLZ's listening area encompasses the remaining thirty thickly settled counties. Daytime primary area density, 12.6 persons per square mile. Nighttime primary area, 19.3 persons per square mile.

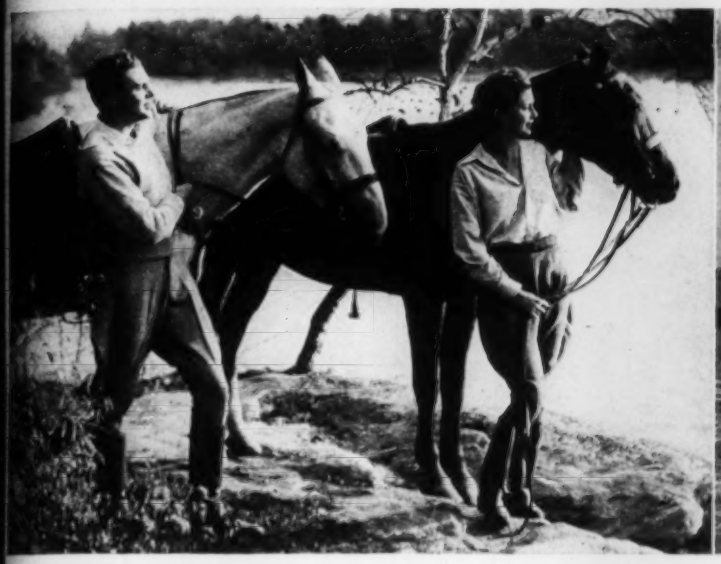
CBS Network — 650 Kc.

In Denver It's **KLZ**

AFFILIATED WITH WKY, OKLAHOMA CITY, AND THE OKLAHOMA PUBLISHING COMPANY

REPRESENTATIVE
THE KATZ AGENCY, Inc.

SUMMER IN NEW ENGLAND . . .



THREE MILLION *More* LISTENERS

RADIO equipped automobiles, radio equipped cottages and camps, radio-in-every-room hotels add tremendously to New England's listening audience during vacation time.

This extra audience is a dividend audience. It's members are attentive because they are at leisure, they are responsive because they have money to spend and their needs cover a wide variety from staple food stuffs, clothing and furniture to sporting goods and everything in the category of luxuries.

The vacationing places of these pleasure-seeking summer throngs extend from the Connecticut shores of Long Island Sound to the forests of northern Maine. And throughout this extensive area they may be reached directly, effectively and economically by means of the fourteen-station facilities of The Yankee Network.

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

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'WORKSHOP' IN THE

. . . for the people who plan and produce the Hollywood broadcasts of the world's largest radio network . . .

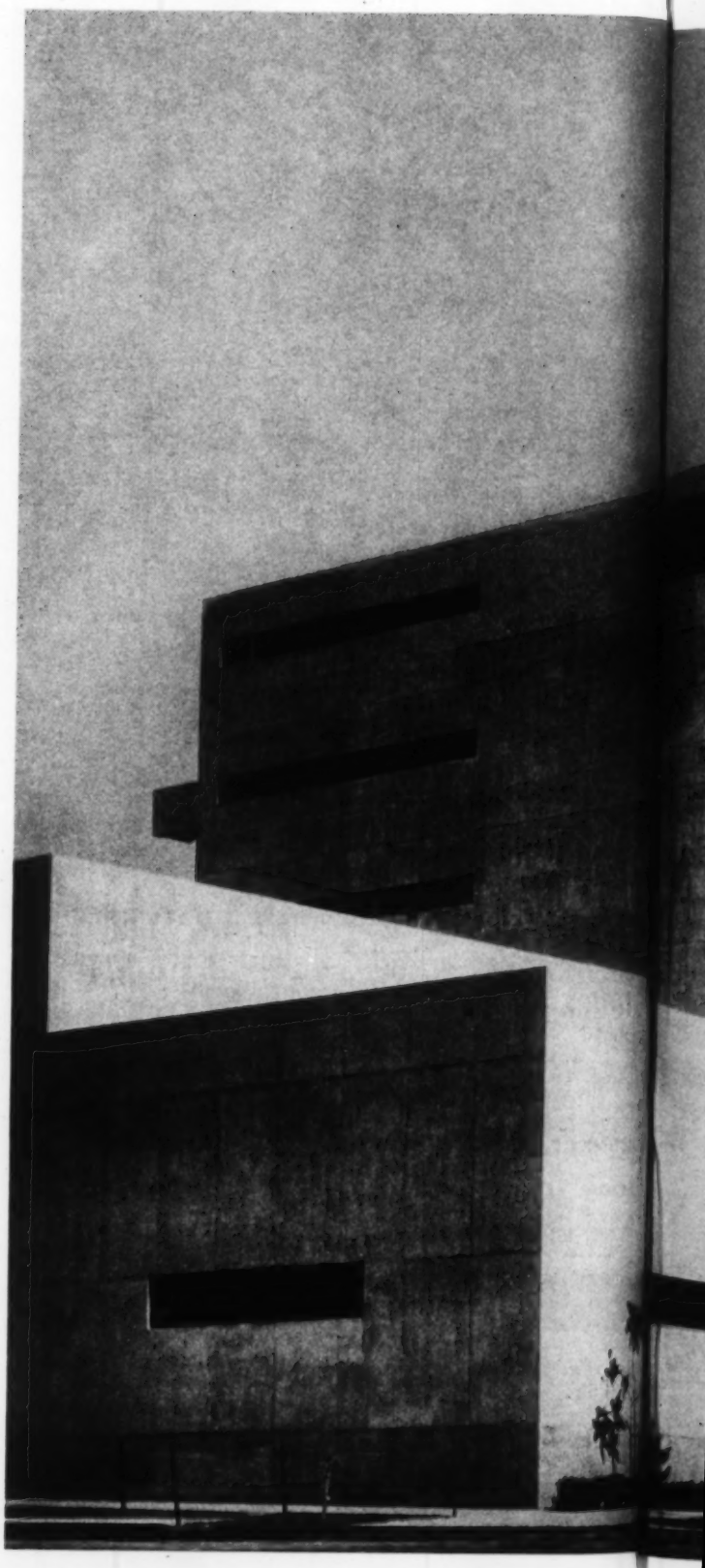
THE Southern California activities of the Columbia Broadcasting System will center in this magnificent new group of buildings, at *Columbia Square, Hollywood.*

Here, the experience and inspirations of program-producers, engineers and architects have been fused into the most efficient "workshop" in radio: a new headquarters for the production and servicing of network and local programs.

KNX 50,000 WATTS

Columbia Broadcasting System

COLUMBIA SQUARE, HOLLYWOOD



EWEST

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★

KMA

SHENANDOAH
IOWA

Announces Its Affiliation With The

NBC Blue Network

May 1

WITH this progressive step in an extensive program of radio improvement KMA offers its vast audience and its advertisers a most complete program service.

KMA, one of America's outstanding farm stations, will maintain its feature programs which have long been popular with the rural audience of four states . . . . . and now a dividend of a choice NBC Blue schedule.

The 5000 watt, full time voice of KMA gives primary service to the wealthiest farm regions in 120 counties in Iowa, Kansas, Nebraska and Missouri. The KMA service area includes such Major Markets as Omaha, Council Bluffs and Lincoln, Iowa, and St. Joseph, Missouri.

KMA is the quickest, surest way to get your share of distribution and sales in our rich service area.

The Earl May Station **KMA** *Shenandoah, Iowa*

J. CY RAPP
Manager

EARL E. MAY
President

National Representative—HOWARD H. WILSON COMPANY

Thank you

MASTERS OF CEREMONIES: Hon. James A. Farley, Postmaster General; Hon. James J. Walker; Col. John Reed Kilpatrick, President, Madison Square Garden.

PUBLIC OFFICIALS: Col. Thad Brown, F. C. C. Commissioner; Senator Royal S. Copeland; Representative Bruce Barton; Grover A. Whalen, President, New York World's Fair, 1939; Mayors F. Davis Wilson of Philadelphia and Garfield Stewart of Cincinnati; Supreme Court Justice Ferdinand Pecora; Attorney General John J. Bennett, Jr.; Hon. Newbold Morris, Acting Mayor of New York; Assemblyman Irwin Steingut; Former Governors Harold G. Hoffman of New Jersey and James Curley of Massachusetts; Hon. Jeremiah T. Mahoney.

RADIO LUMINARIES: David Sarnoff, President, RCA; Alfred J. McCosker, President, WOR.

STARS OF STAGE, SCREEN AND RADIO: Ben Blue; J. Fred Coots; Tommy Dorsey; Eddie Dowling; Glenda Farrell; Sid Gary; Dan Healy; Gabriel Heatter; Joy Hodges; Shirley Howard; Fred Keating; Vincent Lopez; Rose Marie; The O'Neills; Mary Pickford; Georgie Price; The Ritz Brothers; Al Shayne; Mary Small; Whispering Jack Smith; Lowell Thomas; Arthur Tracy; Stuff Smith and his Onyx Club Orchestra; Billy Rose and Morton Downey of Casa Manana; Jack White and Pat Harrington of Club 18; Louis Prima and his Famous Door Orchestra; Eddie Davis of Leon & Eddie's; Bunny Berrigan of the Paradise Restaurant; Duke Ellington of the Cotton Club; Uncle Don; Voice of Experience; Orson Welles; 3X Sisters.

SPORTS PERSONALITIES: Jim Braddock; Jim Crowley; Jack Dempsey; Dan Ferris; Ford Frick; Nat Holman; Benny Leonard; Lou Little; Steve Owen; Jimmy Powers; George Selkirk.

ASCAP: John G. Paine, General Manager; Ernie Burnett; Vaughn de Leath; Sammy Fain; Dave Guion; Maria Grever; W. C. Handy; Pot Seymour; Abner Silver; Charlie Tobias; Mabel Wayne.

CHURCH DIGNITARIES: Rt. Rev. Bishop Charles Gilbert; Rev. Mgsr. J. Francis A. McIntyre.

EDUCATION: Dr. Frederick Robinson, President of the College of the City of New York.

CULTURAL: Grand Duchess Maria of Russia.

Ben Gross
Sunday News, April 24th...
"The program came as fitting climax to jubilees which celebrated the opening of one of the most beautifully equipped studios in the world."

●

Danton Walker
Daily News, April 27th...
"WMCA's three-day celebration of the opening of its new streamlined, ultra-modern studios, was something to write home about!"

for your participation in the **DEDICATORY PROGRAM** *for our new studios. You helped make it a grand success!*

DONALD FLAMM
President

The New **WMCA**

★

voluntary choice

WSAI is now carrying 57.8% more LOCAL and NATIONAL SPOT quarter-hour units in Cincinnati than local network station A, and 136.8% more than local network station B. Every one of these units represents a *voluntary choice* by an advertiser who decided in his own mind—without restrictions—what to buy and where to buy it.

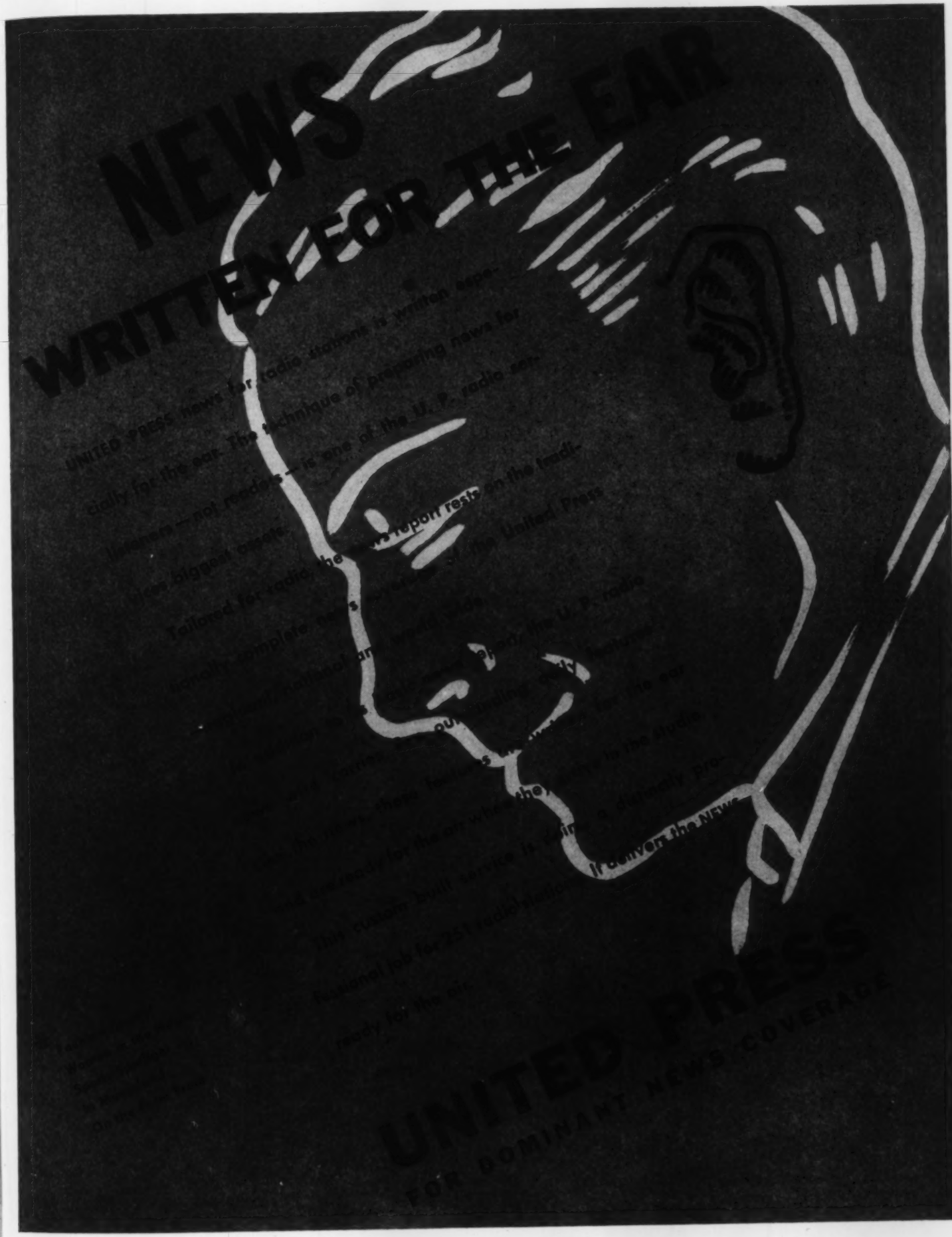
And in the food field, which is even more significant because competition is fierce—margin of profit is small—and every penny of the advertising dollar must bring results, we find WSAI is carrying 10% more LOCAL and NATIONAL SPOT quarter-hour units than the other two network stations *combined.*

WSAI ★ CINCINNATI

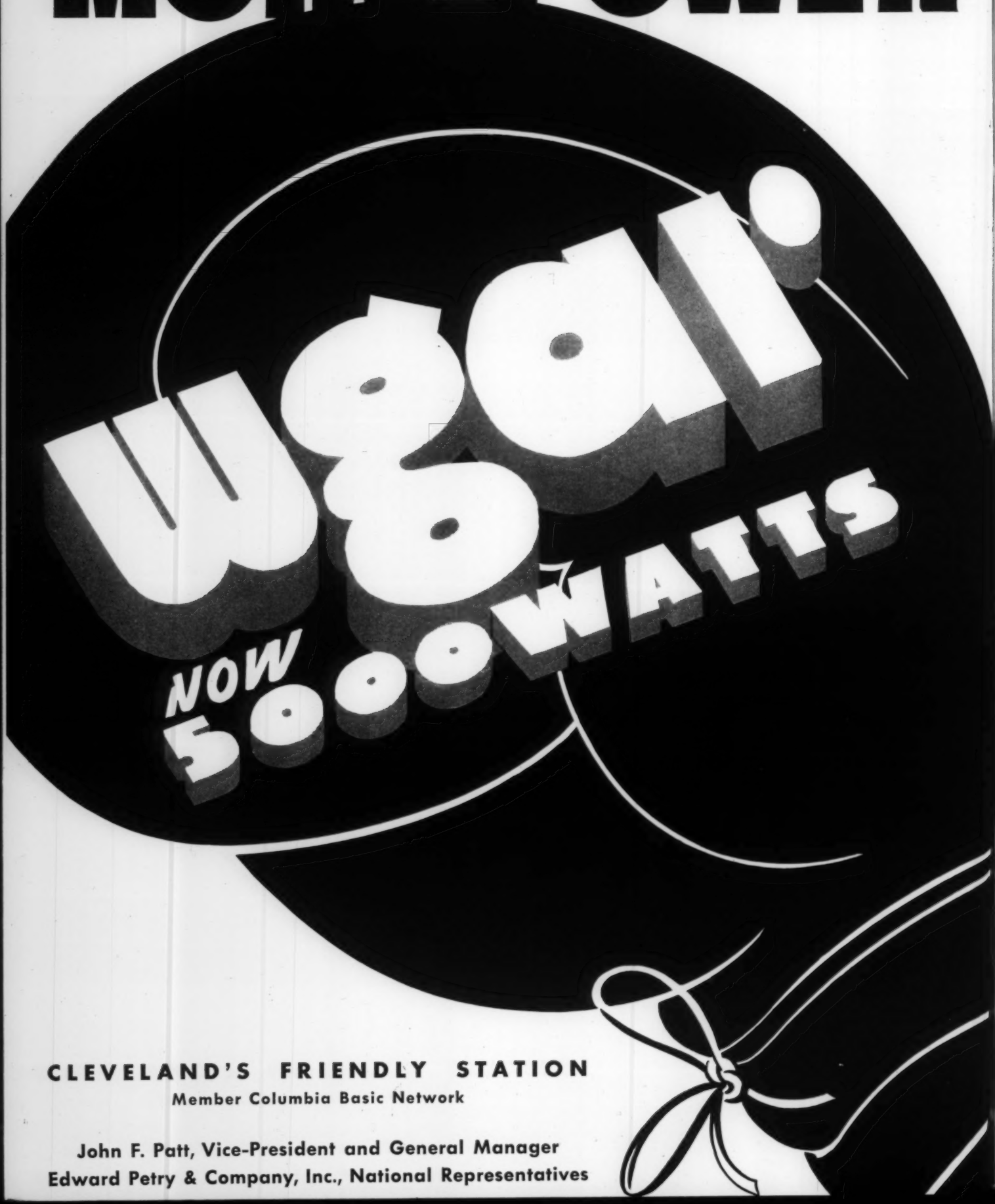
● NATIONAL SPOT REPRESENTATIVE

TRANSAMERICAN

NEW YORK CHICAGO HOLLYWOOD


NEWS
WRITTEN FOR THE EAR
UNITED PRESS

MORE POWER



CLEVELAND'S FRIENDLY STATION

Member Columbia Basic Network

John F. Patt, Vice-President and General Manager

Edward Petry & Company, Inc., National Representatives

BROADCASTING
and
Broadcast Advertising

Vol. 14. No. 9 WASHINGTON, D. C., MAY 1, 1938 $3.00 A YEAR—15c A COPY

FCC Orders Reallocation Hearing June 6

By SOL TAISHOFF

Entire Power-Classification Issue Included, Replacing May 16 Superpower Session; New Rules to Be Issued

GENERAL hearings having the scope of reallocation proceedings rather than merely the superpower issue were ordered April 27 by the FCC to begin June 6.

First postponing the superpower hearings from May 16 until June 6, the FCC then decided to cover the whole allocation question in one continuous hearing. It ordered promulgation of proposed new rules and regulations to govern an impending reallocation. Three weeks or a month of hearings are in sight.

Thus, not only superpower but the general changes in station classifications and power limitations for local and regional stations will be covered, with the proposed rules and regulations, and engineering standards, to serve as the hearing base. The change of frequencies of existing assignments is not involved in the proposed rules under consideration.

The Program

The general hearings will be conducted by the superpower committee comprising Commissioner Case as chairman, Commissioner Craven as vice-chairman and Commissioner Payne, with Chairman McNinch as ex-officio member.

As things now stand, the procedure is:

(1) Hearings on proposed new rules and regulations to govern operations in the standard broadcast band (550-1600 kc.) to begin June 6 and to run until completed.

(2) Hearings on the application of WLW for continued authority to operate with 500,000 watts power experimentally, and on the new application of WHO, for similar experimental authorization, to begin immediately following conclusion of the hearings on the rules.

(3) Postponement indefinitely of the dozen pending applications for regular authority to use 500,000 watts.

In the general hearings on the proposed new rules, drafted in the main by Andrew D. Ring, assistant chief engineer for broadcasting, there would arise the matter of the change in the existing rule on maximum power operation on clear channels. As written, the proposed rule would specify that stations in the class 1-A (clear) category operate with power of 50,000 watts. Thus the way would be opened for argument on that point. The present rule fixes maximum power on clear channels at 50,000 watts. Proponents of superpower seek to have this made the minimum power, thus removing the barrier against superpower grants.

The proposed rules would change the classifications of all stations and provide for horizontal increases, where engineeringly feasible, for regional stations from a maximum night power of 1,000 watts to 5,000 watts and of local stations from a maximum of 100 watts at night to 250 watts. Stations would not be classified in that way, however, being designated consistent with the categories selected at the Havana Conference last year.

Because the Havana Treaty, governing the reallocation base, has not yet been submitted to the Senate for ratification, its frequency shifts are not provided for in the proposed rules.

The Havana changes, however, would not be revolutionary since they simply provide for sliding of certain channels up the band to conform with the Havana allocation and do not affect basic rules of operation or engineering standards. It is felt these changes could be effected after the Treaty is ratified. The proposed new rules have been before the FCC several months but have been held up because of the Treaty delay.

At its April 27 meeting the FCC ratified the proposed rules but did not make them effective. In other words, they will simply serve as the base for the general hearings and become subject to whatever changes may be decided upon as a result of testimony. The FCC authorized the superpower committee to make any changes thought necessary, since they are simply tentative. The rules probably will be released within a few days.

Many Changes Provided

The new rules cover some 40 double-spaced typewritten pages. Together with engineering standards, which are explanatory of the rules and specify proper technical procedure, there are some 200 pages.

In addition to the technical provisions, the proposed new rules and regulations also encompass revised rules covering station break announcements, transcriptions and recordings, maintenance of logs, rebroadcasting and similar regulations already in force. Generally, there are no modifications of a revolutionary nature but there will be numerous changes in phraseology and probably a tightening up of requirements with respect to station breaks at specified intervals with the objective of bringing about greater standardization. Electrical clocks also would be required in both studio and transmitter to govern accuracy in maintenance of logs and in announcements.

In addition to appearances at the hearings already filed by various station groups, NAB is expected to appear for the industry as a whole in connection with proposed modifications of general rules rather than station classifications.

Many significant changes in present practice are proposed. For example, provision is made for assignment of long-standing "experimental" grants to stations on a regular basis to eliminate what have amounted to regular grants under the guise of experimen-

Plan to Revive White Inquiry May Lead to Senate Flareup

Senator Hints at Dirt Spilling if It Is Buried; House Is Quiet; Copyright Measure Inactive

By WALTER BROWN

THE WHITE resolution calling for a sweeping investigation of the FCC and the broadcasting industry will be aroused from its long sleep in the Senate Audit & Control Committee before this session of Congress ends.

Chairman Byrnes (D-S.C.), of the Senate Audit and Control Committee, who has stymied action on the resolution for nearly a year, told BROADCASTING April 29 he would give Senator White (R-Me.) a hearing within a few days and let him present his views as to the need for an investigation. Senator Wheeler (D-Mont.) has not asked to be heard.

There are ten resolutions calling for Senate investigations now pending before the Audit & Control Committee. Senator Byrnes said he had decided to present all of them to the committee for action. He predicted the White resolution would be voted down. This will send it to the Senate calendar with an unfavorable report and if any move is made to call it up he will ask that the action of his committee be sustained.

The decision of Mr. Byrnes to ask for action on the White resolution may result in an airing of radio matters on the floor of the Senate.

Senator White expressed the opinion this week that "recent developments at the FCC justify an investigation." Those who have recently talked with the Maine Senator realize he has a speech in his system and the report is current that the Republican national committee is anxious for him to crack down on the FCC.

Mr. White, regarded as the leading radio authority in Congress, has not yet decided on his procedure. He stated he does not believe he can secure favorable action on the resolution if the Administration continues to turn thumbs down on an investigation.

Since Senator Brynes, a close ally of the President, is opposed to

(*Continued on page 78*)

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tation. In that manner, assignments on clear channels which have resulted in breaking them down, but which have been in force for years, would be made regular assignments and the channels would be designated as shared channels. In the future, however, all actual experimental grants would be so labeled with the requirement that there be no sale of time under experimental authorizations. This would follow the policy that on experimental assignments a station cannot realize pecuniary return.

With a sheaf of questionnaires to be analyzed preparatory to the hearing and with many technical and other studies to be made, it appears the FCC will be swamped with work and the summer will be a busy one for the entire industry. Moreover, the chain-monopoly committee—comprising Chairman McNinch and Commissioners Brown, vice-chairman, Sykes and Walker—also proposes to start its inquiry in June although no date has been set.

The FCC decided April 25 to postpone the superpower hearings until June 6 on petition of the Clear Channel Group and NBC, which sought a 30-day postponement of the superpower rule. At its regular broadcast meeting two days later the FCC decided to broaden the base of the hearings to cover the entire allocation problem.

Meanwhile three of the superpower applicants have withdrawn. They are the two Westinghouse stations KDKA, Pittsburgh, and WBZ, Boston, and KNX, CBS station in Los Angeles. The Westinghouse stations withdrew because of "insufficient time to prepare" for the hearings. The KNX application was withdrawn by CBS April 19 in a petition asking that this be done "without prejudice." This application had been filed by the licensee of the station before its sale to CBS two years ago. Remaining applicants for superpower are WHO, KFI, WGN, WSM, WSB, KSL, WGY, WHAS, WJR, WJZ, WOR, WOAI. Whether there will be any additional withdrawals is problematical.

Formal FCC Order

In announcing formally postponement of the hearings and broadening of their scope, the FCC said that the consolidation is intended to conserve expense and time of applicants and other participants interested in the question of power in excess of 50,000 watts as well as to facilitate progress in the industry as a whole.

"Inasmuch as practically all stations are interested in the question of 500 kw. as well as in new regulations, and inasmuch as many issues of an economic character are inherent in both the new regulations as well as in the question of power in excess of 50 kw., the Commission felt that unnecessary effort on the part of all concerned could be avoided by the adoption of the course it has taken."

The Commission emphasized that the draft rules and regulations soon to be issued are "tentative in character and subject to change in detail as a result of conclusions based upon proper proof presented at the forthcoming hearing." These draft regulations, it said, "are designed to facilitate constructive progress in the art of broadcasting and are intended to permit the application of latest technical devices in accordance with the information compiled as a result of the informal engineering hearing of Oct. 5, 1936."

In announcing that the WLW and WHO experimental applications for 500 kw. will be heard immediately after the close of the hearings on the rules and regulations, the FCC said these applications, while involved directly in the consideration of the rules and regulations, are, however, separate and distinct issues "differing in many respects from the question of a permanent license or change in rules and regulations with reference to power in excess of 50 kw."

In its formal order the FCC said the purpose of the June 6 hearings, to begin at 10 o'clock in the FCC offices, was to determine "whether or not the adoption of such rules and the changes in the operation of any station thereby affected will promote public convenience or interest or will serve public necessity or will more fully comply with the provisions of the Communications Act of 1934, as amended."

Copies of the proposed rules, it pointed out, will be sent to all holders of licenses in the regular broadcast band who, along with other interested parties, can participate in the hearings. However, they must file with the Commission, within 20 days from the mailing of the order and the proposed rule, their appearance and notice of desire to be heard which shall contain a statement as to what rule or rules such parties desire to be heard upon, together with a complete but terse outline of the facts to be presented. Such appearances and notice of desire to be heard will be made available for public inspection by the FCC. The formal order further specified that the so-called Clear Channel Committee, created under the order of April 6, would supervise the preparation for and the conduct of the allocation hearings, pursuant to FCC regulations.

Summary of Appearances on Superpower at Hearing . . .

BESIDES the respondents in connection with the individual applications for 500,000-watt operation, a score of appearances were filed by individual stations and groups in connection with the hearing on the amendment of Rule 117 relating to maximum power on clear channels. These portended another battle on the superpower issue which might become even more intense than the fight waged at the hearings in October, 1936, on the general question of allocations.

In addition to the regular parties, appearances were filed on behalf of three separate organizations which participated in the argument before the Broadcast Division at the October hearings. These included the Clear Channel Group, the National Association of Regional Broadcast Stations, and National Independent Broadcasters, the latter representing almost entirely the 100-watt independent station group. The last-named two, of course, will carry on their opposition to superpower largely on economic grounds, claiming that it might spell their business ruin.

All three organizations were formed to meet certain issues. Louis G. Caldwell, Washington attorney, is counsel for the Clear Channel Group, Paul D. P. Spearman for the regional group, and George O. Sutton for the local group.

Among other appearances is that of Gov. Roy E. Ayers, of Montana, who stated in a letter that State Assistant Attorney General John K. Claxton would appear for the State. Former Senator C. C. Dill filed an appearance on behalf of the American Federation of Labor and its affiliate, WCFL, Chicago. Appearances for both NBC and CBS likewise were filed.

Other appearances include a list of about a score of stations represented by Mr. Sutton, which was separate from the NIB appearance; an appearance for WOR and WHO by Frank Scott, Washington attorney; for WHAS, Louisville, by Swager Sherley, Washington attorney; for WGY, Schenectady, by L. D. Coffman, General Electric attorney; for KSL, Salt Lake City, by Ben S. Fisher; for WEAU, Eau Claire, Wis., and WHKC, Columbus, by Arthur W. Scharfeld; for KTHS, Hot Springs, by S. A. Cisler, general manager; for WKBH, LaCrosse, Wis., and WCOA, Pensacola, by Senator Dill; for NBC stations, by A. L. Ashby, general counsel, and P. J. Hennessey, Washington attorney; for CBS stations, by Paul A. Porter, Washington counsel; and for Skagit Broadcasting Co., an applicant for a new station in Bellingham, Wash., by Thomas R. Waters Jr.

Postponement Asked

On behalf of the Clear Channel Group, Mr. Caldwell filed both the appearance on Rule 117 as well as a petition for postponement of the hearings from May 16. Stations listed for whom he filed the documents were KFI, WSM, WGN, WSB, WJR, WBAP, WFAA, WHAS, WWL, WLS, WHAM, WOAI.

The Caldwell petition asked that the hearings with respect to Rule 117 be postponed for a reasonable period of not less than 30 days. It also asked that the hearing scheduled for May 16 on the individual applications for increase in power to 500,000 watts be postponed until the hearing on Rule 117 has been concluded and the issues raised in it involving substitution of 50,000 watts as minimum rather than maximum power be determined.

Regionals Represented

On behalf of the regional stations, John Shepard 3d, president of Yankee Network, who is chairof the regional's executive committee, filed an appearance and statement with the FCC through Mr. Spearman. Action was taken after the executive committee had met in Washington April 15 and agreed to oppose Rule 117, stressing the economic distress that might result to smaller stations following superpower grants. Presumably the group plans to concentrate on economic rather than technical objections to the power increases. Signers of the appearance in addition to Mr. Shepard were William J. Scripps, WWJ, Detroit; Hoyt B. Wooten, WREC, Memphis; Edgar L. Bill, WMBD, Peoria. The four constitute the executive committee.

Claiming in its membership more than 100 stations, the regional group in its appearances stated it was opposed to superpower because it would result in the concentration of social and economic power in the hands of a small number of high power clear channel station operators.

Citing eight specific reasons for opposition to the change in Rule 117 to permit operation of clear channel stations with power in excess of 50,000 watts, the group said it would produce evidence to show such increases would result largely in duplication of service now being rendered by stations of various classes; that there is no need for increasing the present coverage of clear channel stations; that such increases would result in an increase in and concentration of social and economic power and influence in the licensees of clear channel stations with stations in other classes adversely affected; that it would decrease competition between stations; that the amount of money available for advertising by radio is limited and that clear channel stations would charge higher rates if permitted to operate with superpower resulting in loss of advertising support by stations of other classes "as a result of a greater portion of the money available for radio advertising being paid to such clear channel stations operating with increased power"; that clear

(*Continued on page 74*)

Ultra Probe Deferred

COINCIDENT with the setting of the new date for its reallocation hearing, the FCC postponed the hearing on ultra-high frequency allocations set for June 6 until June 20. Covering allocations to all types of service, including ultra-high broadcasting and television, these allocations brought protests from certain interested parties following their promulgation last fall, resulting automatically in their designation for hearing.

Radio Advertising Vital to Nation--Roper

Says That Medium Aids Recovery Campaign

RENEWED expressions of confidence in American broadcasting, not only as a medium for the preservation of the Constitutional guarantee of free speech, but also as the bellweather among advertising media in the road toward recovery, emanated April 30 from highest Administration sources.

President Roosevelt, in a letter to CBS President William S. Paley on the dedication of the new CBS Hollywood studios [published in full on this page], praised radio as now operated and commended the Paley-announced policy "of making your facilities available as a forum for the presentation of both sides of public questions". He paid tribute to the "broad role which broadcasting has played in the social life of the nation as a rich scurce of entertainment and diversion for our entire people."

Tribute from Roper

In an address over CBS as part of the Hollywood dedication program, Secretary of Commerce Roper used as his theme "Honest Advertising an Instrument of Confidence" and stressed "the remarkable extent to which radio has become a commercial utility for stimulating demand for consumers' goods". He alluded also to the "value and effectiveness of the radio as a medium for building business goodwill through the technique of entertainment."

The Roosevelt letter, coming at a time when sinister allusions are being made to Government domination of radio and to borderline tactics of the FCC on censorship, is viewed as reassurance from the nation's head that he does not have in view any interference with freedom of the air.

In the past the Chief Executive has pronounced his faith in broadcasting by the American Plan, but in other Administration quarters there have been subsurface indications of a trend in the direction of Government-operated stations which many view as constituting a death-threat to the present structure.

In his 15-minute address Secretary Roper traced the phenomenal development of radio as an instrumentality of business and of promoting solidarity in national thinking. Emphasizing the "profound change" it has brought in the social and economic life of the nation, he said radio in less than a decade has "captured the imagination and popular support of the American people".

The economic foundation of this "new and rapidly developing industry is advertising," he said, and pointed out that more than 25,000,000 American homes are radio-equipped, or nearly half as many as in all the rest of the world. This, he added, "reflects the importance of the responsibility held by the broadcasting companies and the commercial program sponsors for the type of programs that go into these homes to influence the thought, attitude and life of the people."

Regarding broadcasting's future, Mr. Roper said few agencies have greater potentialities in their freedom of opportunity for constructive service in spreading human happiness and giving strength and virility to democracy.

"But this opportunity must be safeguarded against sinister and selfish controls," he added, "through a balance with responsibility, if best results are to be achieved for all. Private broadcasting will flourish so long as its mission exemplifies constructive ideals for the people."

Alluding to current economic conditions, Mr. Roper said:

"It is generally recognized that advertising by radio and other confidence-inspiring mediums is a necessary lubricant for the selling machinery. Leaders in most every field of economic activity are those who are consistent advertisers in that field and this type of initiative is unmistakable evidence of enterprising management.

"It is interesting and significant that this new agency seems to enlarge rather than lessen advertising appropriations for other established media through the creation of more progressive sales-mindedness on the part of producing industries and sales agencies. This looks to wider distribution of the products of industry, hence increased employment, social and economic progress.

"While advertising is not solely responsible for the success of the advertiser, yet those who do recognize its value are likely to be more progressive, alert and far-sighted in every way; hence more successful than the non-advertiser.

"Individual initiative has always been the most effective source of momentum for American business. Naturally, during periods of economic maladjustments with which private initiative alone cannot successful cope, it is the responsibility of Government to assist in restoring normal activities.

Need of Initiative

"However, the self-reliance and initiative of business itself is the most effective spearhead of attack on conditions that would impede progress. Those who are hesitant with their production and sales adventures while economic skies are clearing, frequently find that, while they are thus waiting, their competitors are getting ahead, under their own promotional efforts. 'Stop and Go' advertising, just as spasmodic activity of all types, can only be expected to achieve 'stop and go' results.

"In the keenly competitive age in which we are living relationship with the consumer requires much more than conventional selling technique of an article or commodity. There are numerous rival brands, labeled differently but having comparable merit.

"Hence, the deciding factors with the public are the methods of selling, the character and integrity of the seller, including his fundamental business policies, his attitude toward social responsibilities and trade practices.

"Competition is perhaps the most incentive to industrial efficiency and it finds its expression through the technique of advertising to consumers the benefits of that efficiency. So tonight I would pay tribute to a young industry that has established itself as an important part of our economic structure through supplementing the educational force of other sales media.

"Featuring the quality of the advertised product alone will not create mutual satisfaction or lasting success. This factor, important as it is, must be supported by those intangible considerations that build goodwill and enduring confidence. It is in this new type of approach that advertising has become a more essential auxiliary than ever to well-balanced business policy. As this policy is truthfully pursued advertising will increase in volume and results therefrom will become more and more effective.

The Personal Relationship

"The uniquely personal relationship that radio advertising tends to bear prompts the need for better safeguarding the psychological effect of the sound message. Advertising needs to clear its house of the fear-producing type of selling messages, those that are designed to win favor for the sponsor through frightening the consumer away from allegedly dangerous competitive products to others of claimed superiority, rather than through a positive approach on a basis of quality.

"The immediate future of business and the welfare of the country depends primarily on success in securing and maintaining the confidence of the people in the integrity of the advertiser. This also depends on the continuity of advertising programs that ring true in consistency, persistency and sincerity as to fact and truth.

"The American people are traditionally courageous and their general direction has always been forward. The difficulties they have encountered have served not as impediments but as challenges to give them renewed strength. This trait must be cultivated and kept in the forefront today. It is the responsibility of broadcasting as well as of all our democratic educational agencies to utilize to the utmost their freedom of action in constructive public service.

"One of the problems of business today and in the future is to safeguard against self-destruction

(*Continued on Page 67*)

Radio Guarantees Free Speech — *Roosevelt*

My dear Mr. Paley:

I have learned with great interest that the Columbia Broadcasting System, keeping abreast of the time, has completed and is about to dedicate new KNX studios and facilities as the key station for the origin of Hollywood programs. Please accept my hearty congratulations upon this achievement which I trust will be of benefit alike to the radio industry and to the listening public.

The art of broadcasting, which has made such stupendous strides in comparatively few years, is, in my opinion, destined to play an increasingly important part in communications. It undoubtedly has possibilities and potentialities undreamed of at the present time. We do know, however, that it is a factor of the utmost importance in the maintenance and preservation of our Constitutional guarantee of free speech.

I am, therefore, particularly pleased with your announced policy of making your facilities available as a forum for the presentation of both sides of public questions. Only through free and untrammeled discussion can sound public opinion, so essential as a force in our democratic form of government, be achieved.

In placing this emphasis upon a policy which I believe you have proclaimed publicly, I do not wish to underestimate the broad role which broadcasting has played in the social life of the nation as a rich source of entertainment and diversion for our entire people. In fact, I believe that radio adds to the fullness of life just as vitally when it provides laughter, enjoyment and relaxation, as when it furnishes public stimulus on matters of serious concern to the commonwealth.

Very sincerely yours,

(Signed) FRANKLIN D. ROOSEVELT

Roosevelt Praises Radio Role in Social Life

Democracy Demands American System

Sarnoff Asks Government Keep Hands Off Programs, Encourage Radio as Business, Preserve Free Air

By DAVID SARNOFF*

WHATEVER controls over broadcasting are necessary at the present time, it is important that they should be kept as flexible, as free from rigidity, as the art itself. Otherwise there is danger of tying up the future usefulness of radio in a straitjacket. We should not try to regulate something as yet unborn; and we should not freeze an expanding art in any rigid code. If wavelengths were now available for an unlimited number of broadcasters, there would be no more need for special government regulation over broadcasting than over the printing of newspapers.

It is the allocation of station frequencies, which for the moment are limited in number, that creates a difficult task for the FCC. The Commission deserves great credit for having helped broadcasters to make the present American System of Broadcasting what its name says it is: Something that is both systematic and American.

The law empowers the Commission to license broadcasting stations for periods not exceeding three years. In practice, however, the Commission grants licenses for only six months, on the theory that it is easier to reject an application for renewal than, for any reason, to cancel an unexpired license. When its license comes up for renewal, if the station has operated with technical efficiency, and if, in the opinion of the Commission, it has served "the public interest, convenience, and necessity", it gets another six months' lease of life. Twice a year, therefore, the substantial investment which the licensee has made in his business is placed in jeopardy.

Censorship Power Lacking

The broadcasting controls established by law are intended primarily to regulate physical facilities, not programs. The law specifically withholds from the Commission the power of program censorship. Section 326 of the Radio Law of 1934 states:

> Nothing in this Act shall be understood or construed to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication.

While direct Government censorship over radio programs is thus forbidden by law, the terms of the Government licenses leave the door open for an indirect—and more insidious — censorship. Any attempt to impose the ordinary "blue-pencil" censorship is little to be feared, because, being a conspicuous violation of the right of free speech, it would arouse a storm of public protest. But what is not conspicuous—and is therefore dangerous — is the effect on the mind of the broadcaster resulting from attitudes that may be taken by the government toward stations, on matters outside the regulation of facilities.

Fear of disapproval can blue-pencil a dozen programs for every one that an official censor might object to. While practically nobody advocates a pre-program blue-pencil in the hands of government, few realize that post-program discipline by the government can be a form of censorship that is all the more severe because it is undefined.

Another aspect of government supervision over broadcasting which is in effect a form of censorship is the attitude in some quarters of the government toward the profits earned by broadcasters.

The grant of broadcasting licenses is only one of the many responsibilities of the Federal Communications Commission. It has supervision over all forms of wire and radio communication. In the field of two-way telephone and telegraph communication, control over rates is one of its most important functions. Here questions of investment value and profits are material.

But broadcasting is a one-way not a two-way medium. It is not a common carrier which the public hires to perform a fixed service. It is a medium of artistic and intellectual expression, free to the listening public. Its financial structure does not impinge upon the public interest, convenience and necessity.

While stations and networks represent substantial investments, broadcasting is essentially a personal service business. The earnings of stations cannot be judged on the basis of their investment any more than those of a lawyer, doctor, theatrical producer or publisher. Income results, not from studios and transmitters, but from programs.

Losses Mean Poor Programs

It is a strange assumption that the less money a broadcasting company makes, the better the public will be served. This attitude is contrary to all sound business principles and experience. In what way is it conceivable that the public will be given better programs if the broadcaster is deprived of both the incentive and the means to improve his facilities and service?

Adequate profits mean the continuance of private investment and increased enterprise. Losses mean poorer programs, and, when private resources fail, government ownership. If government regulation of the economics of broadcasting results in a no-profit industry, investors may prefer to exchange their broadcasting equities for government securities. Then we shall have government ownership and 100 per cent control of broadcasting. Any further discussion of censorship would then be purely academic. We would have broad-

(*Continued on Page 70*)

*Excerpts from address on "The American System of Broadcasting and Its Function in the Preservation of Democracy" by David Sarnoff, president of RCA and chairman of NBC, before Town Hall Luncheon, New York, April 28, broadcast over NBC-Blue Network.

SUMMARY OF SARNOFF ADDRESS

1. The extent and value of the services of American broadcasting depend upon its freedom to develop and to operate with a minimum of regulation by the Government. Until and unless the radio art can provide as many wavelengths as there are broadcasters to use them, centralized regulation of technical facilities is essential. But the spirit of such regulation and its enforcement should differentiate clearly between technical operations and program services.

2. While broadcasting should remain subject to all the laws that apply to other industries serving the public, it should be made morally as well as legally certain of its freedom from program censorship, other than the legitimate censorship of public opinion. There should be no censorship by intimidation or economic pressure. The station license should carry a longer term than six months. It should be revocable only for cause, and these causes should be clearly defined in advance.

3. The progress of the American system of broadcasting, and the improvement of its program services, depend upon continued network development. Only by such development can we provide a finer national service, free to the public.

4. Freedom of the air is inseparable from the freedom of thought, of speech, of worship, of education and of the press. These are the cornerstones of our American democracy. What helps one helps all; what injures one is an encroachment upon all; what destroys one destroys all, and thereby destroys democracy itself.

A free system of broadcasting can survive only under a democratic form of government, but it is no less true that democratic government itself will survive only if broadcasting is kept free.

American broadcasting asks no special privileges. It deserves none. It needs none. All it asks is the preservation of the American spirit of freedom.

Elmira, Jackson Get New Stations

ADDITIONAL stations in Elmira, N. Y., and in Jackson, Miss., were authorized by the FCC in decisions announced April 28. In Elmira, construction permit for new station to operate with 250 watts daytime only on 1200 kc. was ordered issued, effective May 7, to the Elmira Star-Gazette Inc., publisher of the *Elmira Star-Gazette* and *Elmira Advertiser*, newspapers of the Frank E. Gannett chain. This was the second grant within ten days of a new station to the Gannett interests, a new station for its *Danville* (Ill.) *Commercial-News* having been authorized on April 20 [See story on page 22.].

In Jackson, Miss., the Commission authorized the Standard Life Insurance Co. of the South to build a new 100-watt night and 250-watt day station on 1420 kc., effective May 7. It rejected the exceptions filed on behalf of WJDX, Jackson, and WHEF, Kosciusko, Miss., holding that WJDX's programs are 50% furnished by chains and that the proposed new local station will not have chain affiliations and its programs will be entirely local in character. WJDX is licensed to the Lamar Life Insurance Co.

The Jackson decision was unanimous, but Chairman McNinch and Commissioner Sykes dissented on the Elmira grant. The Elmira newspaper firm operates WESG, Elmira, under a lease arrangement with Cornell University by which it utilizes all of that station's time except one hour daily and pays the University $11,000 per year for the programs while the university bears the cost of operation and maintenance.

Marconi Memorial Award Is Given David Sarnoff

DAVID SARNOFF, president of RCA and chairman of the board of NBC, on April 24 was named recipient of the Marconi Memorial Award for 1939 for distinguished service to radio. The award was established to perpetuate the memory of the late Guglielmo Marconi and will be presented April 25 of next year, the inventor's birthday. Mr. Sarnoff was an intimate personal friend of the late inventor.

Coincident with the award, it was reported that April 25 has been decreed by Mussolini as a national holiday in Italy. On that day, in honor of the inventor, NBC-Blue carried a special broadcast in which his widow and daughter Elletra were heard via short wave from Rome. They were introduced by Guissepe Pession, director general of the Italian Broadcasting System.

A bust of Marconi, who died last July 19, was unveiled during the broadcast ceremony, and it is planned to erect a monument in his honor at the 1942 Rome Exposition.

NATIONAL Music Week, headed by David Sarnoff as chairman, will be inaugurated May 1 during the RCA Magic Key program on NBC-Blue, with Mr. Sarnoff being introduced by C. M. Tremaine, founder and secretary of National Music Week.

CBS Dedicates New Hollywood Center

Functional Needs Are Dominant in Big Radio Plant

By DAVID GLICKMAN

WITH radio executives from all parts of the West Coast and many from the East in attendance, CBS on April 30 officially opened its new Pacific Coast headquarters on Columbia Square, Hollywood, dedicating the $1,750,000 structure to "the betterment and welfare of all".

The dedicatory ceremonies were brief and simple and were participated in by William S. Paley, CBS president; Donald W. Thornburgh, CBS vice-president in charge of Pacific Coast operations; Federal, State and city officials. Entertainment broadcasts started at 6 a. m. and continued through until 12:45 a. m. next day, a record for transcontinental and world-wide broadcasting from one place.

Funds for Charity

A shortwave hookup with Europe and South America made available one of the longest continuous broadcasts ever offered from the United States, according to Mr. Thornburgh. A climax was a two-hour broadcast from the Columbia Square Playhouse with radio, stage and film personalities saluting the Pacific Coast headquarters of the network. This audience program was witnessed by 1,000 government dignitaries, film notables, radio editors, educators, civic leaders and others. The entire program was arranged by Charles Vanda, CBS Pacific Coast program director.

CBS held open house during the day, continuing it through May 1 with thousands of persons inspecting the structure. An admission fee of $1 per person was charged for a tour of the structure, receipts being turned over to charity.

Hundreds of congratulatory messages addressed to CBS were made visible to guests by a Western Union Trans-Lux ticker installed in the lobby of the building. The machine projects magnified messages on a screen.

The new CBS building, matching the Hollywood environment in beauty, and embodying all the technical improvements that years of experience and scientific research have made possible, was designed by William Lescaze, New York architect. The plant epitomizes the designer's ideas on "machines for living".

"No other station in the United States has ever been built so absolutely with the needs of radio in mind," Mr. Lescaze said following the dedicatory ceremonies. "Everything has been planned according to the advice of acoustical, engineering and program experts. I based the architectural forms on the functional necessities of broadcasting first of all."

Four separate but connected units form the structure which is of white concrete and constructed in the simple, modern style of architecture. The main building consists of three units — a one-story studio unit at the extreme left; a five-story office unit for executives and production facilities; and, to the right, directly at the rear of the patio, the Columbia Square Playhouse, an auditorium theatre seating 1,050 persons. Fourth unit houses Columbia Management of California, the network's artists bureau, and other offices as well as stores which are leased to other concerns.

Besides incorporating several architectural innovations, there are numerous other improvements within the studios and control rooms. Inclined studio walls have been erected to eliminate acoustical "room flutter"—a repeated reflection of sound between parallel surfaces. Walls and floors of the studios also "float" on acoustical material which separates them from the building's main structure, preventing vibration.

Each Studio a Unit

There are eight studios — four large and four of medium size. Each is a complete program source, entirely independent of the others in equipment, power, lighting and air conditioning. All but two of the studios are on the first two floors. The fifth floor, which also houses executive offices, has been equipped with two small studios intended for audition purposes only. They can also be used for broadcasting, equipment and wiring necessary for such purposes having been installed. CBS also has its own recording studios.

The master control, behind brilliantly lighted, soundproofed shadowless, double-glass windows 20 feet long, is located in the foyer of the building and open to public view. Carried out in full sight of the public, the intricate operations are explained by electric signs indicating the sections of the network to which programs are being sent. Visitors inspecting the master control unit are able to "see" the sound waves of programs being transmitted.

Besides Mr. Paley, other CBS executives who were to be in Hollywood for the official opening were Paul W. Kesten, vice-president, and Luther J. Reid, acting director of public relations, both of New York; Leon Levy, and Isaac D. Levy, directors, of Philadelphia. West Coast radio executives included Burridge D. Butler, chairman of the board, KOY, Phoenix, Ariz.; G. W. Harm, owner, and Lou Keplinger, manager, KARM, Fresno, Cal.; Philip G.

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SLANTING WALLS—Are used in the studios of the new CBS building in Hollywood, dedicated April 30. All eight studios have this feature, designed to eliminate acoustical flutter. Even the projecting control room windows are slanted to avoid reflection. While as many as five colors are used in each studio, one color predominates in each case. Double walls isolate the rooms from the rest of the building.

Associated Press Not to Sell News For Use by Radio

Resolution Authorizing Board To Act Is Put Off for Year

ASSOCIATED Press news will not be available for broadcasting under commercial sponsorship, for another year at least. Proposal to permit member papers of the co-operative news organization to sell their news for sponsored broadcasts was rejected by a large majority of the publishers present at the association's annual meeting in New York, April 25. The decision followed two hours of heated debate, in which discussion was chiefly between those who urged that AP take this means of obtaining a needed increase in revenue and to meet the activities of competing press services who are now selling news to radio and those who believed that the sale of news to radio advertisers would lower the standing of the Associated Press with the public.

The resolution authorizing the board of directors to "put into effect the plan for news broadcasting by members from their cities of publication that permits sponsorship thereof, such broadcasting to involve additional assessment for those using the service for such purpose" was read by Paul Patterson of the *Baltimore Sun* (no station affiliation), chairman of a subcommittee of the board that had been studying the question, which he said had been instigated by the members themselves.

Revenue Angle

Hugh Powell, *Coffeyville* (Kan.) *Journal* (KGGF), urged the resolution's adoption as a revenue measure and as a means of supplying radio "with news as accurate as that in the newspapers". C. E. Palmer, *Texarkana* (Ark.) *Gazette* (KCMC), expressed the belief that AP is just about two years late in getting into sponsored broadcasts but "better late than never".

J. R. Knowland, *Oakland Tribune* (KLX), declared that many AP members were watching the outcome of this matter to decide whether or not to continue their membership and that other publishers were holding up their applications until they knew whether they would be free to meet competition in the radio field. W. W. Knorpp, *Phoenix Gazette* (KTAR), said his station is now broadcasting five daily sponsored periods of United Press news and that as an AP member he would rather see this revenue going to the Associated Press. Edson K. Bixby, *Springfield* (Mo.) *Daily News* (KGBX, KWTO), also spoke in favor of the motion.

Opposition to the measure was led by Arthur Hays Sulzberger, *New York Times* (no radio affiliation), and John Stewart Bryan, *Richmond News Leader* (WRNL). Mr. Sulzberger said that for years the newspapers had been fighting the "generally false" charge that their news policies were controlled by their advertisers and that to allow the presentation of AP news under the sponsorship of Ford, U. S. Steel or General Foods would only serve to revive this charge.

He mentioned the difficulties that might arise if one newspaper sold its news to a powerful station that covered a large area and so made it difficult for other papers within that area to sell news for radio use and said he believed the proposal would benefit AP members rather than the association itself. "I wonder," he said, "if the same intelligence that found a way to sell a news and photographic service to other than AP members could not work out this new problem."

Mr. Bryan emphasized the statement that the sale of news to advertisers would lay AP open to charges of advertiser control of news, asking how many CIO members would believe the news they heard on a period sponsored by Tom Girdler. D. P. Plum, *Troy* (N. Y.) *Times-Record* (no radio affiliation), opposed aiding "newspaper's greatest competition" and John D. Jackson, *New Haven* (Conn.) *Register* (no radio affiliation) urged the convention to "save the AP for the newspapers". Frederick Sullens, *Jackson* (Miss.) *News* (no radio affiliation) and Julius Ochs Adler, *Chattanooga Times* (no radio affiliation), also spoke against the resolution.

Frank B. Noyes, retiring president of the Associated Press, who last month sent a letter describing the proposal to all AP members, said that although he had opposed sponsored broadcasts of AP news for a long time he did not want to deprive member papers of this opportunity for increased revenue. At close of discussion a motion to table the resolution was carried, killing the matter until next year's meeting. Mr. Noyes was elected to the board of directors, which otherwise remains the same, the five members whose terms expired being reelected.

Editors Hear Radio Aids Readership; Would Leave Airing of Trials to Court

THAT the introduction of "sound registering devices" in courtroom trials, like the taking of photographs, should be left to the discretion of the trial judge, was the expressed sentiment of most of the members of the American Society of Newspaper Editors, meeting in Washington April 21-23. Though acting favorably on the report of a "special committee on cooperation between press, radio, bar etc.," which looked askance upon radio, the membership by an earlier 36-35 vote asked that the same treatment be accorded radio that is accorded photographers.

Insistence upon this in the face of the ASNE committee chairman Stuart H. Perry's statement that radio in the courtroom often provided "an invitation to grandstand playing on the part of lawyers and witnesses," came following the assertion of Walter Harrison, editor of the *Oklahoma City Oklahoman*, that public reaction would be unfavorable if newspapers asked for the right to photograph while opposing radio's right to broadcast. Roy Roberts, managing editor of the *Kansas City Star*, declared that both should be left to the trial judge. The *Oklahoman* operates WKY and the *Star* operates WDAF, and many of those voting with the Harrison-Roberts group came from newspapers with similar radio affiliations.

The tenor of the special committee's report was distinctly unfavorable to radio, the statement being made that "all mechanisms which require the participants in a trial consciously to adapt themselves to the exigencies of recording and reproducing devices distract attention which ought to be concentrated upon the single object of promoting justice," and that lawyers and witnesses ought not have their attention "divided between the jury and an air audience." Explaining this, Mr. Perry asserted that the committee felt broadcasting of trials was contrary to public policy, often "cheapening and misrepresenting" and tending to embarrass witnesses.

Mr. Harrison pointed out that the joint committee had no radio members on it, leading to the discussion which preceded the vote to strike out the radio phases. This vote was later discarded and the report adopted. Besides the ASNE, the committee comprised members of the American Bar Association and American Newspaper Publishers Association. Radio was not invited to participate in its deliberations, although both the ASNE and ANPA membership included several publishers identified with radio stations.

Radio vs. Newspaper

A. H. Kirchhofer, editor of the *Buffalo News*, which operates WBEN and WEBR in that city, took issue in his opening speech before the Society, of which he is the retiring president, with those who find the influence of the newspaper declining and who "point to radio as a ready-made successor."

"Radio," he said, "has its peculiar niche, possibly competitive with the newspaper but in some respects complementary to it. Certainly, however, it has not and cannot displace the newspaper. In the first studies that were made of the co-relation between radio news flash listening habits and newspaper reading, Dr. Gallup quite definitely established that radio news service leads to increased and intensified newspaper reading."

Mr. Kirchhofer during another session of the convention cited results of a poll taken by Gallup in Buffalo, where it was found that 98% of all homes have radios. To the question *Did you happen to listen to any radio news broadcasts yesterday?* 48.1% of the men interviewed and 44.5% of the women replied "yes." To the question *Would you rather listen to news broadcast over the radio, or read about it in the newspaper?* 46.6% of the men and 51.5% of the women said they preferred radio; 38.2% of the men and 33.4% of the women showed a preference for newspapers, and 15.2% of the men and 15.1% of the women said it made "no difference."

Read What They Hear

If you hear a news item over the radio are you more likely or less likely to read about it in the newspaper? was another question. Among men 69.3% said "more likely," among women 68% replied the same way. Only 19.1% of the men and 20.9% of the women said "less likely" and 11.6% of the men and 11.1% of the women replied it made "no difference."

The other question asked was: *Do you depend more on the radio or more on the newspaper for news?* Among men 16.3% and among women 18.1% replied in favor of radio; among men 76.2% and among women 68.5% replied in favor of the newspaper. Replying "same" were 7.5% of the men and 13.4% of the women.

"And so," declared Mr. Kirchhofer, "the saying of the Romans still is true: 'Words fly, written things remain'.

"Recent months have recorded another step of which we, as contributors to the development of public opinion, must take cognizance. Until a short time ago the function of radio, so far as public opinion was concerned, was in a twilight zone. This has been somewhat clarified by recent declarations by the presidents of NBC and CBS, seconded by other leaders in the industry. They agree that a radio station or radio system should not have an editorial page. In other words, radio, being the possession of the people, should present all views but espouse none, particularly not the views of government.

"This broad policy is sound and should be basic. It more than ever places the responsibility for intellectual guidance and political interpretation upon the newspapers of the country. We must accept that responsibility in the light of new and changing conditions and progressing developments."

Power Increase Granted For WFBR In Baltimore

INCREASE in power of WFBR, Baltimore, from 500 watts night and 1,000 watts day to 1,000 watts night and 5,000 watts until local sunset, was authorized by the FCC April 28. In a formal decision after hearing, the FCC ruled that operation of the station with the increased power would not involve increased objectionable interference with existing services on or near the 1270 kc. channel, but on the other hand would improve the station's signal.

A directional antenna for both night and day operation will be installed. The Commission concluded that because of a high noise level in Baltimore, the station under present operating conditions is limited in its service and that the increased power would offset that situation.

On the same day, the FCC approved modification of the license of KADA, Ada, Okla., from daytime operation to unlimited time on the 1200 kc. channel with 100 watts power.

United Airlines Spots

UNITED AIRLINES, Chicago, starting May 9 will use 45-second transcriptions with local announcers giving a 15-second live announcement five nights weekly for 52 times. Discs were cut by Columbia Transcription Service, Chicago, under the direction of Richard Marvin, radio director of J. Walter Thompson Co., Chicago, handling the account. The tentative list follows: KGW, KOMO, KHJ, KFRC, KSL, KLZ, WLW, KRNT, WHK.

Radio Dominates Meeting of Publishers

Durstine Explains Measurement of Circulation

By BRUCE ROBERTSON

WHEN Roy S. Durstine, president, BBDO, said that his agency was applying the radio yardstick to all media and that each advertising job is planned to obtain maximum results at minimum costs because "just buying circulation is no longer enough", publishers present at the 52d annual meeting of the American Newspaper Publishers Association felt that he had overstepped his privileges as a guest.

Yet his address, delivered during the second day's session of the convention, held at the Waldorf-Astoria in New York, April 26-28, was in a sense typical of the entire meeting, which was summed up by a somewhat cynical reporter in the sentence, "When two publishers get together they talk about radio."

From the outset, radio was a major convention topic. This was perhaps to be expected, since recent publication of network revenues for the first quarter of 1938 show them to be the highest in radio history, while newspaper volume has fallen off alarmingly. Many speakers declared that radio competition was directly responsible for their loss in national advertising income and urged the other publishers to stop assisting radio through the publication of program listings and publicity. The Association's general attorney denounced the weakness of radio in the face of Administration disfavor and its radio committee urged the publishers to guard against governmental use of radio as an instrument of political power which might destroy the freedom of the press.

Freedom of Speech

"The inescapable task of the American press is to guard against any encroachment upon American democracy by the Federal Government with radio as an instrument of political power," declared the ANPA radio committee in its annual report, which was accepted by the convention following its presentation Thursday afternoon by E. S. Friendly, *New York Sun*, chairman.

Pointing out that the "present Administration has made very extensive use of radio to explain and defend its policies . . . a precedent which in future years might encourage dictatorship," the report continued: "In the totalitarian countries, radio has been made an instrument of dictatorship by which not only the freedom but the very soul of the press has been destroyed. Seeing that in other countries radio has been used as a weapon to destroy liberty, we must solemnly undertake to see that it shall not happen here."

Discussing laws and policies affecting the control of radio, the committee suggested directing future study toward "keeping the final control of radio in the hands of Congress rather than in the hands of the administration in power." Study of the six-month's licensing system was also recommended, as the short term licenses may "make the broadcasters unduly sensitive, if not subservient, to the administration in power." The question of "whether the broadcasters should enjoy the use of a domain which belongs to the people without paying for the privilege" was also urged as a subject for study.

Regarding freedom of the air, the committee quoted CBS President William S. Paley's recent remark that "America's great glory is freedom of the press, of speech, of assembly. Today I believe it may fairly be said that freedom of broadcasting takes its place in importance alongside them." This was contrasted with the statement of NBC President Lenox R. Lohr that, for purely technical reasons, "we do not have freedom of speech per se over the radio," and with Senator Burton K. Wheeler's reminder to the broadcasters that they are but "temporary" trustees of radio "because this great resource has been and should forever be inalienably reserved to the people."

Mae Is Revived

The committee cited the "Mae West incident", the demand in Congress for "censorship of programs to eliminate broadcasts of the 'gang-buster' type," and stated that "many radio listeners seem to respond quickly to radio programs and radio advertising having to do with mental, moral and physical habits," as "sociological, not competitive" reasons for studying the "influence of radio upon the American people." "Approximately one-third of radio advertising comes from the manufacturers or dispensers of food, drugs, beverages and other products which may be described as 'habit-forming'," reported the committee, adding that the recently passed Wheeler-Lea Act give the Federal Trade Commission larger powers to regulate such advertising.

In the four years since the establishment of the Press-Radio Bureau, news on the air has climbed from its minimum to its highest point, the report stated, adding that while the effect on newspapers is not definitely known newspaper circulation is likewise at the highest point in history. Pointing out that in newspapers "it is practically impossible for an advertiser to sponsor news or to identify his product with the news," the committee said that "in radio there is at least a tendency for the news to be identified with the sponsor."

Commenting on the trend toward newspaper ownership, control or affiliation with radio until nearly one-third of the country's radio stations are identified with newspaper interests, the report mentioned the recent FCC reversal of policy against further newspaper-radio affiliations and the attempts to create legislation to divorce this union.

News Property Rights

Regarding property rights in news, it said that "most broadcasters have manifested a desire to obtain news from reliable sources under agreement rather than to 'lift' it from the newspapers" and the hope was expressed that the Pan American Radio Treaty will result in eliminating news piracy by Mexican border stations. The report also mentioned the possibility of "picking up" news from European broadcasts which may or may not be reliable.

Of facsimile and television the committee reported that "so far, nothing has been produced to take the place of the well printed newspaper page." The committee praised the public service, "without profit and without commercial sponsorship," of the Press-Radio Bureau, which has furnished thousands of special bulletins in addition to its two daily summaries from AP, UP and INS, sustained by NBC and CBS, with individual stations paying only "nominal" fees. The committee repeated its suggestion of last year that the FCC designate certain hours when Press-Radio news should be broadcast. Since NBC and CBS have offered to defray the Bureau's expenses for another year the committee recommended the continuation of the service and further study on the whole problem of news broadcasts.

The radio committee also paid tribute to E. H. Harris, its chairman until his death last October.

Radio came to the fore at the outset of the convention. The opening special session, devoted to the problems of publishers of papers with less than 50,000 circulation, began with a discussion of the publication of radio programs and program publicity.

Stating that radio is definitely

(*Continued on page 68*)

Publishers Show Interest in Facsimile As Three Systems Are Shown to ANPA

FACSIMILE is in no way a competitor of newspapers, but rather is a new means for the dissemination of news, which may in time replace the truck and the delivery boy, Lenox R. Lohr, president of NBC, told the 25 ANPA publishers who witnessed a demonstration of RCA facsimile at Radio City April 28. In its present state, he said, facsimile offers the publisher a novel means of promotion and he suggested the distribution of receivers to drug stores and other establishments visited daily by large number of people, with a constant flow of last minute news bulletins and pictures which would serve as a constant reminder that the publisher was overlooking no means of serving his community.

By obtaining experimental licenses now, before facsimile has come into its own, he added, the publisher can assure himself of a valuable adjunct later on in the same way as some publishers have done with sound broadcasting. Harold C. Vance and Charles A. Young, of RCA, explained the operation of the system, which is of the carbon type and reasonably fool-proof, they said, with no chemicals or sensitized paper that might cause trouble for amateur operators. [RCA facsimile was described at length in BROADCASTING, Feb. 1.] Following the facsimile showing, publishers were also given a demonstration of television.

Considerable interest in facsimile was shown by the publishers, especially by those with interests in broadcasting. The Finch system [described in detail in BROADCASTING, Feb. 1] was demonstrated in an exhibit on the convention floor, bulletins and pictures of the convention being transmitted from one side of the room and received on the other. John V. L. Hogan, operator of WQXR, New York, and a noted radio engineer, also chose the ANPA convention for the first public demonstration of his method of facsimile, broadcasting pictures from an auxiliary transmitter at Long Island City to a receiver in the Terrace Club of the St. Moritz Hotel, about four miles away.

In size and shape not unlike a standard typewriter whose keys had been replaced by a metal cylinder and with a steel stylus where the space bar would be, the receiver reproduced type and pictures six inches wide at the rate of about one inch a minute. A chemically treated paper was used, containing a colorless compound that was electrolytically changed to grey by the current from the stylus. Pictures appeared to be printed in grey offset, with no visible screen, although Murray E. Tucker, in charge of the demonstration, said there were 100 lines to the inch.

Radio to Promote Press

A CLINIC on the use of radio for newspaper promotion was conducted by Jake Albert, promotion manager, *Detroit News*, during the ninth convention of the National Newspaper Promotion Association, held concurrently with the ANPA sessions. The use of radio in promoting both circulation and advertising was discussed, and the problems of script preparation and production technique, as they affect newspapers with affiliated radio stations and those which must purchase time from outside stations. Owner of WWJ, one of the oldest stations in the country, the *News* has made extensive use of radio promotion for both circulation and advertising, Mr. Albert said.

XUM

NAB Starts Active Campaign To Secure Long-Term License

Ethridge Leads Drive to Supplant FCC Six-Month Permits; Names of Landis and White Advanced

UNDER the leadership of President Mark Ethridge, the NAB has launched a determined drive for longer licenses for stations, to supplant the six-month franchises now in force under FCC fiat despite the fact that the law permits three-year licenses.

Coincident with the meeting of the NAB board in Washington April 30, Mr. Ethridge projected a drive for the longer licenses, basing it on an appeal to reason. The detrimental effects of the short-term license on the broadcasting industry, the greater expense of Federal regulation and the manner in which it thwarts business and operating stability are points being stressed.

The NAB viewpoint, as outlined by Mr. Ethridge, is that the short-term license is against public interest in that it tends to encourage rather than discourage exploitation. Moreover, it is contended the short-term license actually constitutes a threat over the control and management of stations, whatever its purpose, since broadcasters, under the duress of renewals at six-month intervals, inevitably suffer from an intimidation complex.

Meanwhile, the NAB board was advised by Mr. Ethridge and Special Counsel Philip G. Loucks of other activities, including conversations on impending negotiations with ASCAP on copyright contracts which are due for renewal in 1940.

New Englanders Meet

Such names as James M. Landis, former chairman of the Securities & Exchange Commission, now dean of the Harvard Law School, and Senator Wallace White Jr. (R-Maine), as prospects for the post of paid president of the NAB, have cropped into discussion coincident with the meeting of the NAB board of directors in Washington.

These names were discussed at the meeting of the NAB first district, held in Boston April 23 and presided over by John Shepard 3d, president of Yankee Network and director for the district constituting the six New England States. Two dozen broadcasters representing stations in that area attended the meeting and discussed the merits of these appointments.

Meanwhile, the NAB executive committee met in Washington April 29 to prepare an agenda for the board meeting on the following day. Indications were that the board would consider appointments to subordinate posts on the NAB on a permanent basis and probably instruct the executive committee to proceed with selection of likely appointees to such posts as public relations director, research director, and possibly engineering, labor relations and legal.

Action Expected by Fall

While discussion of retention of a paid president to succeed Ethridge, serving in that capacity on a non-salaried temporary basis, may develop at the meeting, it was not expected that anything would be done now. More than likely, the search will continue through the summer with prospects of an appointment by fall, although it is known that Mr. Ethridge is anxious to have the position filled on a permanent basis as soon as possible.

The names of both Mr. Landis and Senator White have been mentioned in the past. Mr. Landis, 39, is one of the country's foremost attorneys and won the admiration of official Washington in his direction of SEC during its formative stages. He is one of the youngest men ever to hold the deanship of the Harvard Law School.

Senator White, serving his second term in the upper House, was formerly chairman of the House Merchant Marine Committee in which radio legislation originates and was co-author of the original Radio Act of 1927. He is regarded as the best informed man on radio and communications in Congress. He was chairman of the American delegation to the International Telecommunications Conference which adjourned in Cairo last month and is the author of the pending far-reaching resolution for investigation of the FCC and the entire broadcast structure with a view toward "modernizing" the existing law.

The first district meeting also adopted a strong resolution condemning the FCC practice of issuing temporary licenses upon informal complaints "even before notifying the station or allowing it to make response." It designated a committee headed by John Holman, manager of WBZ, Boston, to draw up a resolution for the NAB executive committee resolving that the broadcasters of the six New England States "deplore the current practice of the FCC of placing station licenses on a temporary license period basis less than the currently normal period of six months, without first granting to the station concerned the opportunity of first reviewing particulars of any complaints and presenting evidence in its own defense."

The district also approved a motion that the NAB board should permanently staff the organization without awaiting the selection of a paid president. Action was taken unanimously on motion of George F. Kelley Jr., WCSH, Portland.

The New England group also discussed copyright, notably in connection with ASCAP contracts with network affiliated stations, but agreed that the matter was one for general discussion within the industry. Future legislation also was discussed.

Among those attending the meeting were Mr. Shepard and Gerald Harrison, representing WNAC, WAAB, WEAN and WICC; John H. Holman, WBZ; Gerald Slattery, WCOP; George F. Kelley Jr., WCSH; Bertha Bannon, WDEV; Dr. Franklin M. Doolittle, WDRC; Harold E. Fellows, WEEI; James T. Milne, WELI; John W. Haigis, WHAI; Thompson Guernsey, WLBZ; Edward Lord, WLNH; A. S. Moffat, WMAS; Richard W. Davis, WNBC; W. Cort Treat, WORL; Stephen P. Willis and H. William Koster, WPRO; Quincy A. Brackett, WSPR; John T. Storey, WTAG; Cedric Foster, WTHT; Paul W. Morency and James F. Clancy, WTIC.

NBC Makes Supplementary Agreement To Standardize Cut-in Announcements

TO STANDARDIZE the growing use of cut-in local announcements during network programs, both as to cost and handling, NBC has mailed its stations a supplement to their agreements for network affiliation, calling for the station to supply such announcements on network order, the network to pay 7½% of the hourly network rate for each announcement. This standardization will be of benefit to advertisers, agencies and stations, according to William S. Hedges, NBC vice-president in charge of station relations, who terms it "a most progressive step in the development of broadcasting as an advertising medium."

Pointing out that there has been a continual discussion over the proper charge for cut-in announcements, the station usually making the charge on a time basis and the advertiser protesting that this is unfair since he has already paid the network for that time, Mr. Hedges said that the logical solution is to charge on a service basis, without reference to number of cut-ins per program or length of the program. However, there is also logic in a differential between day and evening broadcasts, as the cost of presenting a program is usually in direct proportion to that of the time, talent costs for evening broadcasts, for example, being generally higher than for daytime programs.

Benefiting all parties, he said, the standardization will make the use of cut-in announcements a routine matter; more of them will be used and a larger revenue will accrue to the stations; advertisers will benefit by securing a plus valuation through the use of an already valuable advertising medium, and agencies will profit because they will be able to plan their advertising campaigns with the foreknowledge of the costs involved. The network, he added, will be relieved of the necessity of handling a large volume of telegrams concerning these cut-ins, which have required increased personnel as well as boosted telegraph costs.

Terms of the supplementary agreement are:

1. You agree to supply upon order from us the services of an announcer in your studios for the purpose of broadcasting, either from your station alone or from your station and to a network of stations, any announcements we may request on any network commercial program broadcast from your station, provided such order is received by you not less than 48 hours in advance of the program on which the announcement is to be made.

2. Either simultaneously with the placing of such order by us or as soon thereafter as possible, we agree to supply you with the text of such announcements together with the necessary instructions as to the time and place in our network program during which we desire such announcements to be made and you agree to make such announcements in accordance with our instructions.

3. We may cancel any such order for announcements without liability on our part provided we do so upon not less than 48 hours' notice to you, failing which we will pay you the compensation you would have received if the announcements had continued as scheduled for 48 hours following receipt by you of such notice of cancellation.

4. In the daily reports which you now send us on network programs broadcast by your station, you agree to include a statement of announcements broadcast in accordance with the terms hereof.

5. During a network commercial program which you have agreed to broadcast you agree not to broadcast without our consent any commercial announcements from your station.

6. Approximately fifteen days after the close of each 28-day accounting period, we agree to pay you, for each program broadcast by you during said 28-day accounting period, on which announcements are made by you hereunder at our request, 7½% of your hourly network station rate, applicable to the hour at your station during which such program is scheduled to start.

7. This agreement shall become effective as of 3 a. m. (EST), on the _____ day of _____, 193_.

If the agreement herein proposed is satisfactory to you, will you kindly indicate your acceptance on the copy of this letter enclosed for that purpose and return that copy to us.

RICHARD PATTERSON IN COMMERCE POST

RICHARD C. PATTERSON, executive vice-president of NBC from 1932 to 1936, on April 29 was nominated by President Roosevelt to become Assistant Secretary of Commerce. Nomination is subject to Senate confirmation.

Named to succeed Ernest G. Draper, now Governor of the Federal Reserve Board, Col. Patterson will have direct supervision over the so-called business group of Commerce Department bureaus. These include the Bureaus of Foreign & Domestic Commerce, Census, Standards and Patent Office.

Secretary Roper, in commenting upon the appointment, said he believed that the government is "highly fortunate" in obtaining the services of Col. Patterson on account of his wide experience and contacts in the business world. He said he had attained distinction in the field of business and that he believed he would be able to make a substantial contribution to the problems of bringing about better relationship between government and business. Col. Patterson is a native of Omaha, where he lived for 21 years. He was active in New York business and served as Commissioner of Correction before becoming executive vice-president of NBC.

CROWELL PUBLISHING Co., New York, has appointed the Biow Co., New York, to handle all radio advertising. While national plans have not been completed, a program of three quarter-hours of participation on *Make Believe Ballroom* on WNEW, New York, has been started.

WMCA Dedicates Costly New Plant With Big Program

Radio Dignitaries Take Part In Opening of Quarters

WITH Postmaster General James J. Farley as master of ceremonies, WMCA, New York, on April 21 broadcast the first of three special dedicatory programs in honor of the formal opening of the station's new $225,000 studios on Broadway between 51st and 52d streets. Following a dramatized history of WMCA since its first broadcast from a one-room studio atop the McAlpin Hotel in 1925 and a message of welcome from Donald Flamm, president of WMCA, Mr. Farley paid tribute to the station as a pioneer and leader in broadcasting whose progress is typical of the entire industry. Mr. Farley also read the following message from President Franklin D. Roosevelt:

My dear Mr. Flamm:

One of the latest means of communication, radio, is subject to continuous improvement in technique and I am glad to learn that your company is to be found in the vanguard of progress.

I congratulate you upon the completion of the new studios for your company and sincerely trust that these improved facilities will permit you to render superior service to all of your listeners.

Very sincerely yours,
FRANKLIN D. ROOSEVELT

Other speakers on the two-hour inaugural broadcast included John J. Bennett Jr., attorney general of New York; Newbold Morris, representing New York's Mayor La Guardia; Mayor S. Davis Wilson of Philadelphia; David Sarnoff, president of RCA; Ferdinand S. Pecora, New York Supreme Court justice; Alfred J. McCosker, president, WOR; Col. Thad Brown, FCC commissioner; Lowell Thomas, news commentator and president of the Advertising Club of New York, and Grand Duchess Marie of Russia. The program also included a shortwave salute from an American Airline plane and entertainment from a host of radio and theatrical and night club entertainers.

On Friday night ex-Mayor James J. Walker, Bruce Barton and Gabriel Heatter were among the speakers, and the invocation was given by Rabbi Stephen S. Wise. Salutes were received from WLW, Cincinnati, from WPRO, Providence, and from the *Queen Mary*, two days out at sea. On Saturday, personalities included Grover Whalen, Jack Dempsey, John G. Paine of ASCAP, with a benediction by Rt. Rev. Bishop Charles Gilbert. Donald Flamm, president of WMCA, on Saturday night was given the Pilot Radio award for outstanding accomplishment among independent stations.

The studios are described as a "functional design modern broadcasting station". Comprising 30,000 square feet of space, the studios were conceived by Leon Barmache, designer, and Rene Brugnoni, architect. They occupy the entire fourth floor of the building, and are surrounded by the administrative offices in which the departmental heads are housed and from which studio activities are coordinated. The fifth floor contains the executive and sales offices, and the sixth is a specially-built compartment for the air-conditioning system which feeds the entire plant.

All equipment in the studios was made by RCA from the WMCA engineering department's specifications. The new studios are technically termed "ear-tuned", believed to be a revolutionary step in the direction of improved transmission, through a method of acoustical treatment which equalizes the deficiency of the human ear. To achieve this result, the studios are constructed to conform to the requirements of the human eardrum.

Unusual Color Motif

An unusual feature of the studios is the original use of color. Each studio's decorative effect is designed to harmonize with the type of broadcast to emanate from it. "Warm" colors are used for studios in which chamber music will originate, "cool" for dramatic scripts and talks, and "hot" for swing bands and variety shows. The floors have abstract designs of various equipment used in radio, ranging from the elements of a radio tube to a grand piano.

Studio 1, seating 299 guests, is in the center of the fourth floor, surrounded by the other seven studios. No. 1, the only round studio in the country, was built to memorialize the studio from which WMCA first broadcast in 1925, in the Hotel McAlpin. Months of experimental work were required to perfect it, as there are special acoustical difficulties in round studios.

Control Equipment

Control equipment in the studios is streamlined, specially designed by the engineering staff. The console desk in the control room of all studios is a compact standard 30x 48-inch modern table in which is encased all of the equipment formerly strung in racks around the room. The compactness makes for more efficient operation and reduces the margin of possible error. Every control room is equipped with special emergency switches to feed through auxiliary power lines in the event of failure in any main line.

The master control room also employs both new design and technical features. The master control desk, built of wood with bakelite finish and chromium sections, gives the operator complete freedom of movement.

This desk comprises six channels, each of which is equipped with 12 circuits. Ten of the circuits on each channel are wired to studios, while the remaining two are used for remote purposes. This equipment makes it possible to present programs on any of six different circuits long before the program is to be aired.

CELEBRITIES — Of the political and radio fields were numerous at WMCA dedication. Here are (l to r) Postmaster General James J. Farley; Donald Flamm, president of WMCA; Alfred J. McCosker, president of WOR and chairman of Mutual Broadcasting System; David Sarnoff, president of RCA and chairman of NBC, among the honor guests.

Doctrines of Democracy Criterion for Freedom Of Speech, Says Flamm

"I WILL not permit anyone to preach over WMCA the doctrines of any government that are inconsistent with American ideals of freedom and democracy," Donald Flamm, president of WMCA, New York, told members of the Advertising Club of New York on April 21. "But," he added, "I am prepared to alter that rule at any time provided that I am given the same opportunity of expression over a foreign station whose country is championed by the speaker."

Discussing the problems of radio in a metropolis such as New York, where a variety of conflicting opinions results in frequent charges of abuse of free speech from one side or the other, Mr. Flamm stated: "It would be foolhardy to suppose that the right of free speech includes the right to destroy free speech, just as it would be improper to assert that the rights of democracy include the rights to destroy that democracy. The only censorship that may be said to be justified is that which is exercised for the protection of good taste and to safeguard free speech and democracy."

As illustrative of this justifiable censorship Mr. Flamm cited the case of the protest against a broadcast by Father Coughlin made by a Communist group which demanded that the station sell them time for rebuttal. WMCA refused but offered to give them the time if they would secure equal time for Mr. Flamm to broadcast an anti-Communist talk over a Russian station. Again, he said, he invited a former German who is now an American citizen engaged in organizing other ex-Germans into a society that would renounce all foreign ties and devote all their allegiance to America to speak on WMCA. The broadcast titled *Democracy or Naziism* brought a demand for time for an answer from the leader of a local Nazi organization on the basis that it was a controversial topic and the radio law provided that he must give both sides an equal opportunity to be heard. The station replied:

"It is unthinkable that any American can find the subject "Democracy or Naziism" debatable. In our judgment there are no two sides to that subject and your request is accordingly denied."

THE NEW WMCA—The striking reception room of the New York independent station's quarters includes linoleum floor inlaid with call letters. Decorations are modern in motif. At right is the circular studio, which involved peculiar problems in acoustics. It is based on the original studio used by WMCA years ago.

NEGOTIATORS—National Committee of Independent Broadcasters who handled negotiations with the American Federation of Musicians. Left to right: H. Bliss McNaughton, WTBO, Cumberland, Md.; Stanley Schultz, WLAW, Lawrence, Mass.; Frank R. Smith Jr., WWSW, Pittsburgh; Jack R. Howard, WCPO, Cincinnati; Gregory Gentling, KROC, Rochester, Minn.; C. Alden Baker, WRNL, Richmond, Va.; Everett Revercomb, NAB; Edgar Shutz, WIL, St. Louis; Lloyd Thomas, WROK, Rockford, chairman, and Harold A. Lafount, WELI, New Haven, vice-chairman. Committee won exemptions for smaller stations.

Music Pact Ready for Independents

Accord With AFM Has 5.5% Levy With Exemptions

By BRUCE ROBERTSON

A PLAN for increased employment of union musicians by non-network stations, which in return are assured the continued right to broadcast transcriptions and phonograph records, has been negotiated by the National Committee of Independent Broadcasters and the International Board of the American Federation of Musicians and will soon be submitted to all stations which are not affiliated with any of the nationwide networks.

Subcommittees of both groups and their attorneys are now engaged in putting into clear and legal language the plan of settlement and the standard agreement which were worked out by the two groups in four days of almost continuous conference, April 20-23.

Payment Formula

Modeled after the IRNA agreement drawn up last fall between the AFM and the network affiliates the NCIB plan also is a two-year agreement and applies the 5.5% of gross income base in calculating the amount each station shall expend for the employment of staff musicians. (The IRNA percentage was approximately 5.49) However, since many independent stations are licensed for only part-time operation, since the cost of operating independent stations is higher in proportion to gross revenue than that of network affiliates and since the average independent is now spending $1,500 or more annually for electrical transcriptions and phonograph records, the agreement exempts from the necessity of employing union musicians any station whose gross annual income is less than $20,000 and further allows a blanket exemption of $15,000 for all stations whose annual incomes exceed the $20,000 figure.

This will work out as follows: Stations with annual incomes of less than $20,000 will not be required to employ any musicians, but will, if the contract is accepted by a majority of the non-exempt stations that is satisfactory to the AFM, be entitled to the same benefits as the independents who do employ union musicians. That is, this group of 112 stations will not be deprived of their right to broadcast transcriptions and phonograph records. Stations whose incomes exceed $20,000 and which at present are spending less than 5.5% of their gross annual incomes for staff musicians will be required to expend each year a sum based on 5.5% of their gross for the previous year minus $15,000. For example, a station grossing $50,000 in 1937 and spending $2,000 or 4% for staff musicians during that year will, under this agreement, in 1938 be required to spend 5.5% of $35,000 ($50,000 minus $15,000) or $1,925. On the other hand, if the station grossed $100,000 in 1937 and expended only 4% or $4,000 for staff musicians, its 1938 quota would be 5.5% of $85,000 ($100,000 less $15,000) or $4,675.

Each station whose gross income in 1937 exceeded $20,000, the pact provides, "shall have an annual exemption of $15,000 and shall agree and be required to expend each year for services of staff musicians an amount at least equal to 5½% of its 1937 gross unless in 1937 it expended for services rendered in 1937 a sum in excess of 5½% of its 1937 gross income in which event its said expenditure each year shall be an amount at least equal to said greater percentage of such part of its 1937 income as exceeds $15,000."

This means that stations with incomes over $20,000 must spend at least 5½% of their gross above $15,000 and if in 1937 they spent more than 5½% they will be required to spend the same percentage above their exemption.

Unlike the IRNA contract, independents are in some instances permitted to reduce their present expenditure for staff musicians. In all cases the quota set for 1938 will apply in 1939, regardless of 1938 income.

Schedule A for the Independents, which like the IRNA Schedule A on which it is patterned, will be a part of each contract signed by a station and its local AFM union, grants each independent station signing up with its local union under its quota "full rights to send to and receive from any station in the United States and Canada regional and occasional continental network broadcast programs and to broadcast electrical transcriptions and phonograph records and no objection will be made to receiving and broadcasting programs from foreign countries."

Other clauses cover general conditions: If higher rate charged by local union for commercials full amount paid shall be applied against quota. If local grants more advantageous rates to advertisers or agencies, station also shall get benefit of these better rates. Quota is to be spent entirely for AFM members. Station shall have full control over program material and selection of music and instrumentations. Reasonable notice of discharge must be given. Mechanical reproductions of music must be clearly announced. Records may be made for audition or filing purposes or to replace a sponsored program that cannot broadcast at time of reception. "Pilfered" records are banned. Contract may be suspended or cancelled due to loss of license or discontinuance due to fire, war, force majeure or Acts of God. This contract shall not interfere with existing contracts between station and local, except as it may increase expenditures of station under its quota.

If union accuses station of default of contract, station shall have two weeks in which to rectify the default or deny the charge, and if it denies the charge an arbitration board of two men shall be set up, AFM appointing a union musician who is not a member of the local involved and the station appointing a person engaged in broadcasting but not employed by that station. The decision of these two shall be binding on both parties. Stating that it is predicated upon mutual good faith between AFM, local and station and "intended for the essential purpose of increasing employment of musicians in radio broadcasting," the agreement closes with the words "Nothing in this agreement shall be deemed to require independent or local to violate any FCC law or regulation."

Actually a Compromise

Matter of determining the exemptions was a compromise on both sides, arrived at only after considerable argument. The NCIB had asked for a blanket exemption of $25,000 on the grounds that approximately half of the 329 commercial independent stations in the country have annual gross incomes below that figure, with little or no profit. The AFM board countered with an offer of a blanket exemption of $15,000, which the broadcasters refused to accept. While neither side is completely happy about the final decision, both groups feel that it is probably as fair as could be arrived at, and that it places the independents in an equitable position with the net-

(*Continued on page 64*)

Libby's Thrice-Weekly Disc Programs Placed on An Expanded Station List

LIBBY, McNEILL & LIBBY, Chicago, (canned foods), on April 25 added six stations to the list carrying thrice-weekly quarter-hour discs of dramatizations of *Liberty* magazine's short-short stories and switched stations in New York and Philadelphia. Eleven stations are now carrying the program. Stations added are WHB, Kansas City, and six stations of the California Radio System—KFBK, KFWB, KFOX, KMJ, KWG, KERN. New stations in Philadelphia and New York are WCAU and WMCA. Stations continuing the broadcasts are WLW and WLS.

With addition of the stations, Libby has started a contest with a first prize of $1,000 annually for life or $12,000 cash. Contestants send in labels of three different Libby products together with the name of the grocer from whom the purchases were made and finish out the following sentence in 30 words or less: "My favorite Libby food is_____because_____." In all there are 3,262 cash prizes for customers and a like number for dealers, totaling more than $60,000, according to R. L. James, general sales manager for Libby. In addition to the stations mentioned above Libby's has purchased spot announcements on the *Happy Kitchen* program on KMBC, Kansas City, Mondays, Wednesdays and Fridays calling attention to the contest. Transamerican Broadcasting & Television Corp. produced the *Liberty* magazine short-short story radio dramatizations. J. Walter Thompson Co., Chicago, is the agency.

We are proud to have a part, with parents and teachers, in shaping the lives of boys and girls. There can be no greater privilege, no more solemn obligation than this. We are putting our best efforts into "School Time," and if it helps to broaden the lives of our boys and girls, our ambition for it will have been fulfilled.

Burridge D. Butler

President Radio Station WLS

FULFILLING AN OBLIGATION

WLS takes seriously its obligation to the boys and girls of America—our future citizens. It accepts cheerfully an opportunity to work with educational directors for the greater use of WLS in furthering a mutual objective.

Supporting educational advancement is not new to WLS. In the early days of radio, in 1925, one of the first WLS features was "The Little Red School House of the Air." One of the first editorial campaigns of Prairie Farmer (under the same ownership as WLS) when that publication was founded in 1841, was for better schools.

That interest has never waned. "School Time" is an educational program—originated, produced by WLS. It is broadcast each school day at a period suggested by midwest school officials. It brings to the schoolroom, current events, folk songs of many lands, visits to industries, travel, good manners, games, nature lore, good books and music appreciation.

"School Time" was started a little more than a year ago. To date, more than 1,200 midwest schools have told us they listen to this program each school day on their school radio. The offices of the Cook County (Illinois) Supt. of Schools report 40,000 school children listening regularly in Cook County alone.

A survey has shown that each of three programs had 5,000 school children listening in the city of Chicago. 38,000 copies of a booklet describing the program were sent school officials. Requests were received for 3,000 additional. 6,000 requests were received for a booklet offered on one broadcast.

The modern way of learning the three "R's." Pupils at the Emerson School, Maywood, Illinois, listen to "School Time." On the magic carpet of Kilocycles, students of all ages can visit distant lands and view the nation's great industries.

To anyone interested, we will send a complete story of "School Time" and its accomplishments.

WLS the Prairie Farmer Station

KGKO, Ft. Worth Goes in Operation

Ceremony Marks Transfer of Station From Wichita Falls

ACCOMPLISHING its removal without the loss of a moment's broadcast time, the new KGKO, Fort Worth, authorized last winter to be moved into that city from Wichita Falls where it has been operating for the last 10 years, was scheduled to go on the air from its new site May 1 with the formal dedicatory program set for May 18. On the latter date it will be saluted by NBC, with which it will affiliate, and leaders of the broadcast industry will be present for the local ceremonies.

Mr. Hough

April 30 was signoff day at Wichita Falls, which the operators of the station expect to continue to cover with the 1,000 watts night and 5,000 day on 570 kc. The station is owned by Amon G. Carter, publisher of the *Fort Worth Star-Telegram*. Harold Hough, manager of WBAP, owned by the same interests, is its new manager. Darrold A. Kahn, former manager at Wichita Falls, is business manager of the new KGKO.

Mr. Kahn

Mr. Kahn on April 23 announced completion of the station's staff. Sylvester Gross, formerly with various Texas stations and lately in Los Angeles in transcription work, will be production and program director. W. P. Hood, program director at Wichita Falls, will be manager of the studio to be maintained in that city. C. B. Locke, chief engineer at Wichita Falls, remains in that capacity, taking over his entire engineering staff. Jack Keasler, formerly with KWKH-KTBS, Shreveport, takes charge of merchandising, promotion and publicity. Musical director is Ed Lally, well-known Texas musician.

The commercial staff includes Jack J. Bissell, formerly with General Mills; Philip G. Griffith, recently with the Dallas office of Tracy-Locke-Dawson; Harry Hoxworth, well-known in Texas advertising circles. The announcing staff comprises Russel Wyly, formerly of WMC, WSM and KMOX; Frank Mills, formerly of WHO; Tom Hudson, formerly with various Texas stations. John O. Rosser, former news manager in the New England bureau of Transradio Press, takes charge of the news department.

KGKO's opening has been publicized in a three-week campaign in the *Fort Worth Star-Telegram* and in 25 weekly and daily papers in the section to be served by the station. Its studios and offices occupy the entire top floor of Fort Worth's Medical Arts Bldg. One of the studios is the largest in Texas. The station's transmitter site, 1½ miles southeast of Arlington, Tex., is approximately 16 miles equi-distant from Fort Worth and Dallas.

Washington Star Gets Stock of WMAL At $300,000; FCC Lacks Jurisdiction

PURCHASE of the capital stock of WMAL, Washington, by the *Washington Evening Star*, is being effected under a ruling of the FCC April 20 that it has no jurisdiction over such a transaction. The price is understood to be approximately $300,000.

The station now is operated under lease by NBC as its Blue network outlet, and under the current transaction the only change in status of the station would be that of the *Star* as "landlord". The newspaper, of which Frank B. Noyes, retiring president of Associated Press, is the executive head, would acquire the station in 1941 at which time the current NBC lease expires.

The FCC, in a memorandum opinion, held simply that it does not have jurisdiction over the transfer of capital stock of a station when the license itself is not involved. In other words, it held that it would take jurisdiction only when actual operating control of the station is to pass from NBC to the newspaper or when the present lease expires. NBC now holds the station license.

Lease Effective to 1941

BROADCASTING reported exclusively Jan. 15 that the *Star* had completed arrangements for acquisition of the station from the heirs of the estate of the late M. A. Leese, conditional upon approval by the FCC, should it conclude that it has jurisdiction over this type of transaction. Only the question of jurisdiction was presented to the FCC in a petition in connection with the transaction.

WMAL operates on 630 kc. with 250 watts night and 500 watts until local sunset. The *Star*-Leese transaction involves the acquisition of 1,000 shares of common stock of no par value from the M. A. Leese Radio Corp. NBC as of Feb. 1, 1938, extended its lease of WMAL for three years, or until Feb. 1, 1941. It has operated the station under lease for the last five years and has paid an annual rental of $36,000, including studios. The three-year extension is for $38,000 per year, it is understood.

Hearst Radio Inc. several years ago entered into a contract to purchase WMAL for $285,000. This contract subsequently was held invalid by the courts and considerable litigation ensued. Even before the Hearst negotiations, however, conversations were in progress for the *Star's* acquisition of the station but that did not develop.

Fleming Newbold is manager of the *Star*. Samuel H. Kauffman is assistant business manager and is expected to be in direct charge of station executive activity once the newspaper acquires the station. The contract for acquisition of the capital stock has been entered into with Fanny I. Leese, Lorraine L. Good, Martin Norman Leese and William Earle Leese.

KMA Joins NBC-Blue; WMFF on Bonus Basis

AFFILIATION of KMA, Shenandoah, Ia., as an NBC-Blue Network outlet, effective May 1, was announced April 26. The station, one of the pioneer outlets of the country, operates full time on 930 kc. with 5,000 watts until local sunset and 1,000 watts at night. It is owned and operated by the May Seed & Nursery Co., mail-order house, of which Earl E. May is the head. J. C. Rapp is manager.

Mr. May, a well known figure in Middlewestern broadcasting, has been active in the management of KMA since 1926. He often took the microphone himself during these pioneering days, and he has developed a large personal following in rural communities. The station was established in 1925. About a year and a half ago, it was given full-time operation and an increase in day power to 5,000 watts, resulting in a substantial increase in its coverage in Iowa, Kansas, Nebraska and Missouri. Howard Wilson & Co. is the station's national representative.

NBC also announced that WMFF, Plattsburg, N. Y., joins the network May 1 as a bonus station on the Blue, available without charge to advertisers using WABY, Albany. It operates on 1310 kc. with 100 watts night and 250 watts day.

E. H. LITTLE, vice-president in charge of sales and advertising of Colgate-Palmolive-Peet Co., on April 27 was elected president of the company, a substantial radio advertiser. S. Bayard Colgate was re-elected chairman of the board, and relinquishing the presidency. Mr. Little has been sales and advertising head of the company since 1933.

New Sharon (Pa.) Station

DECIDING that a greater need for a new station exists in Sharon, Pa., than in Mansfield, O., the FCC has authorized the Sharon Herald Broadcasting Co., affiliated with the *Sharon Herald*, to erect a new station there to operate with 250 watts daytime on 780 kc. At the same time the Commission denied the application of Allen T. Simmons, operator of WADC, Akron, for the same frequency with 1,000 watts daytime in Mansfield. In reaching these decisions the Commission reversed the recommendations of Examiner Dalberg who had favored the Mansfield as against the Sharon grant. Call letters of the Sharon station will be WPIC.

San Diego Denials

AS A RESULT of several rehearings since it was originally authorized in 1935, the suspended grant of a new 100-watt station on 1200 kc. in San Diego was finally denied in a decision made public April 14 by the FCC. The station, which had been tentatively assigned the call KVSC, had been authorized for construction by the Pacific Acceptance Corp., headed by Victor E. Dalton, operator of KMTR, Hollywood, and including Reed E. Callister and K. L. Banning. On the same day the Commission denied an application for the same facilities in San Diego, filed by H. Wadsworth Cole, manager of KGER, Long Beach; Ralph E. Smith, of El Centro, and A. H. Keller.

KRBM are the call letters assigned by the FCC for the newly authorized local station in Bozeman, Mont. [BROADCASTING, April 15].

Newspaper Policy Lacking in Grants

FCC Allows Two New Stations Under Press Ownership

GRANTS by the FCC April 20 of two new local stations and a decision improving the facilities of a third—all newspaper-owned—brought into focus anew the increasingly apparent fact that the FCC does not at present feel itself qualified or obligated under the existing law to fix definite policies either with respect to newspaper, multiple or absentee ownership of stations.

The new stations were granted to William F. Maag Jr., publisher of the *Youngstown* (O.) *Vindicator*, who was authorized to erect a 100-watt daytime station there on 1420 kc., and to the Northwestern Publishing Co., publisher of the *Danville* (Ill.) *Commercial-News*, authorized to erect a 250-watt daytime station on 1500 kc. in that community. Both grants are effective April 30.

The improved facilities were authorized for WDWS, Champaign, Ill., owned by the *Champaign News-Gazette*, which was granted full time with 100 watts night and 250 watts day on 1370 kc. in lieu of its present assignment of 100 watts day only on that frequency.

Another for Youngstown

In the Youngstown case, the Commission sustained the recommendation of Examiner Bramhall and held that Youngstown, now having one station, would provide adequate economic support for the proposed new outlet.

In the Danville case, the Commission sustained the recommendation of Examiner Irwin, holding that the applicant is qualified in all respects to construct and operate the station. The Danville newspaper firm is headed by Frank E. Gannett, well-known chain newspaper publisher. The Gannett operations include a string of about 20 newspapers and interests in the following stations, all affiliated locally with Gannett newspapers: WHEC, Rochester, affiliated with the *Rochester Times-Union* and *Democrat & Chronicle* and 60% owned by Gannett; WTHT, Hartford, affiliated with *Hartford Times* and 100% owned; WHDL, Olean, N. Y., wholly owned by *Olean Times-Herald*, which is 40% owned by Gannett; WOKO, Albany, 25% owned by *Albany Knickerbocker Press* and *Evening News*; WABY, Albany, 20% owned by the *Knickerbocker Press - News;* WESG, operated by *Elmira Star-Gazette* under lease from Cornell University. Call letter of the Danville station is WDAN.

In another decision, the Commission denied the application of Juan Piza, operator of WNEL, San Juan, Puerto Rico, for a new local station there on 1500 kc. The Commission held that no need for an additional station in the Puerto Rico capital had been proved.

ANNA STEESE RICHARDSON, director of the consumer division of Crowell Publishing Co., *Woman's Home Companion*, has started a sustaining series of weekly broadcasts, *Serving the Consumer*, on the NBC-Red network.

Kellogg Sponsoring Baseball On 60 Stations This Season

Games of 33 Teams Included in Series Covering All the Way From New England to Far West

KELLOGG Co., Battle Creek, Mich., will sponsor daily baseball broadcasts on 60 stations including play-by-play descriptions of the games of eight major league teams and 25 minor league teams, according to N. W. Ayer & Son, New York agency in charge. The major league teams will include the Boston Red Sox, Boston Bees, Chicago White Sox, Chicago Cubs, Detroit Tigers, Philadelphia Athletics, St. Louis Cardinals and St. Louis Browns. [Other sponsored games listed in BROADCASTING, April 15].

Complete home schedules of the two Boston teams will be carried on the Colonial Network of 13 outlets fed from WAAB, Boston. The Detroit Tigers will be covered by WWJ and by WXYZ plus the complete Michigan Network of nine stations, and road games will be aired over the same stations except when the teams visit New York where a three-way agreement prohibits sportscasting from New York ball parks.

Home games of the Chicago Cubs and Sox will be broadcast on WJJD, that city, and WFIL will air the home games of the Athletics in Philadelphia. In St. Louis, home games of the Browns and Cardinals will be carried on KWK, that city; KFRU, Columbia, Mo.; and KWOS, Jefferson City. The Cardinal games, home and away, will be reconstructed on WBOW, Terre Haute, Ind.

Pick of the League

Unusual feature of the Kellogg sportscasts is an arrangement whereby fans in the Rocky Mountain region may choose American League games. Fans will submit requests to KVOD and KFEL, Denver, and to KSL, Salt Lake City. The following week the games voted most popular will be reconstructed on these three stations. This setup prevails in Denver and Salt Lake City on Fridays, Saturdays and Sundays.

Of the 25 minor league clubs under contract, the Kellogg Co. has signed for exclusive rights in all except six cities. All minor league home games will be play-by-play with the exception of the Columbia Reds of the South Atlantic League. Descriptions of these games will be largely resumes and dramatizations and in all instances road games will be reconstructed.

Among the minor league clubs under contract are the Birmingham Barons, Nashville Vols and New Orleans Pelicans of the Southern Association; the San Antonio Missions, Houston Buffs and Fort Worth Cats of the Texas League; the Evansville (Ind.) Bees, Springfield (Ill.) Browns, and Decatur (Ill.) Commies of the Three-I League; the Buffalo Bisons and the Rochester Red Wings of the International League; the Charlotte Hornets, Richmond Colts, Winston-Salem Twins and the Asheville Tourists of the Piedmont League; the Columbus (Ga.) Red Birds, Greenville (S. C.) Spinners; Columbia (S. C.) Reds and Augusta (Ga.) Tigers of the South Atlantic League; the Springfield (Mo.) Cardinals and Salina (Kans.) Millers of the Western Association; the Joplin (Mo.) Miners of the Western League; the Portsmouth (O.) Red Birds of the Middle Atlantic League; the Mobile Shippers of the Southeastern League; and the Albany (Ga.) Travelers of the Georgia-Florida League.

The teams, stations and announcers for the broadcasts follow:

MAJOR LEAGUES

Boston Bees and Red Sox—WAAB, WFAN, WSAR, WSPR, WLBZ, WFEA, WTHT, WNBH, WBRY, WLLN, WLNH, WRDD, WNLC; Fred Hoey.

Chicago Cubs and White Sox—WJJD; John Harrington.

Detroit Tigers—WWJ, Ty Tyson; WXYZ, WELL, WIBM, WKZO, WFDF, WOOD-WASH, WBCH, WJIM, WKBZ; Harry Heilmann.

Philadelphia Athletics—WFIL; Stan Lomax.

St. Louis Cardinals and Browns—KWK, KFRU, KWOS; Johnny O'Hara.

St. Louis Cardinals—WBOW (Reconstruction); John Cummins.

MINOR LEAGUES

Albany (Ga.) Travelers—WGPC, Bob Finch.

Asheville (N. C.) Tourists—WWNC, Bob Bingham.

Birmingham (Ala.) Barons—WSGN, Bill Terry.

Buffalo (N. Y.) Bisons—WEBR, Claude Haring.

Charlotte (N. C.) Hornets—WSOC, Paul Norris.

Columbus (Ga.) Red Birds—WRBL, Jack Gibney.

Greenville (S. C.) Spinners—WFBC, Jimmie Thompson.

Joplin (Mo.) Miners—WMBH, Charles McIntire.

Mobile (Ala.) Shippers—WALA, Jack Bridges.

Nashville (Tenn.) Vols—WLAC, Herman Grizzard.

Portsmouth (O.) Red Birds—WPAY, Paul Wagner.

Rochester (N. Y.) Red Wings—WHEC, Jack Barry.

Richmond (Va.) Colts—WRTD, Peco Gleason.

San Antonio (Tex.) Missions—KABC, Sam Goldfarb.

Springfield (Mo.) Cardinals—KGBX, Lee George.

Winston-Salem (N. C.) Twins—WSJS, Johnnie Miller.

Augusta (Ga.) Tigers—WRDW, Thurston Bennett.

Denver (Col.) composite American League schedule—KVOD and KFEL, Bill Welch.

Salt Lake City, composite American League schedule—KSL, Wally Sandack.

Salina (Kans.) Millers—KSAL, Stewart Dunbar.

Evansville (Ind.) Bees—WGBF and WEOA, Paul Clark.

Springfield (Ill.) Browns—WCBS, Roger Laux.

Decatur (Ill.) Commies—WJBL, Howard Millard.

New Orleans (La.) Pelicans—WDSU, Gene Sommers.

Houston (Tex.) Buffs—KXYZ, Ves Box.

Fort Worth (Tex.) Cats—KFJZ, Zack Hurt.

Columbia (S. C.) Reds—WIS, Jim Young.

Another Laux

DAILY baseball every half-hour from noon until 6 p. m., culminating in a 15-minute summary at 6 titled *Sports Page Program* and a program titled *Dope From the Dugout* at 8, starting May 1 will keep youthful Roger Laux hopping as chief of sports staff of WCBS, Springfield, Ill. Laux is a brother of France Laux, noted sports announcer of KMOX, St. Louis. He is a former Tulsa U. athlete and Oklahoma semi-pro pitcher. In 1936 after three years of advertising work in Chicago and New York he handled public address and press for both the St. Louis Cardinals and Browns. Kellogg will sponsor all home and away games on WCBS.

Stuart Plans for Fall

F. A. STUART Mfg Co., Marshall, Mich. (proprietary), was to leave the air May 1 to return next fall on about 10 stations. The complete list will be made up in July. Stuart has been using quarter-hour programs thrice weekly on WLW, Cincinnati, and WIBA, Madison, Wis. Benson & Dall, Chicago, is agency with Roland J. Dooley, account executive.

Drawn for BROADCASTING by Sid Hix

"Be ready to cut 'em off at any time—they both used to be traveling salesmen."

General Mills Arranges Transfer of Hour Show

GENERAL MILLS, Minneapolis, will use 28 NBC-Red and Blue stations when it switches from CBS May 30. Five programs will be broadcast from 1-2 p. m. (CDST) with all shows but one originating from Chicago. Though the order of broadcast may be changed when the program goes NBC, tentative order of broadcasting is: *Betty & Bob, Hymns of All Churches*, 3 days, and *Betty Crocker* the other two days; *Arnold Grimm's Daughter* and *Valiant Lady*, the latter originating from New York. *Betty Crocker, Hymns of All Churches* and *Valiant Lady* are handled by Knox Reeves Adv., Minneapolis, with Blackett-Sample-Hummert, Chicago, handling *Betty & Bob* and *Arnold Grimm's Daughter*.

The complete NBC-Red and Blue list follows: WMAQ WEAF WBZ-WBZA WJAR KYW WBAL WRC WGY WBEN WHAM KDKA WTAM WXYZ WLW WHO WIRE KWK KSTP WOW WDAF WTMJ KOA KDYL KPO KFI KGW KOMO KHQ. In Detroit and St. Louis, WWJ and KSD will be used starting Sept. 24.

On April 24 when daylight saving time went into effect in a number of cities, General Mills in its spot schedule using *Hymns of All Churches* and *Betty and Bob* switched time on six of the 18 stations used, bringing practically all the broadcasts into the morning period. Half-hour transcriptions cut by RCA-Chicago of *Hymns of All Churches* and *Betty & Bob* are on the following stations: KWKH WHO WOAI KPRC WFAA KFYR WGBI WBT KOB WGY WKY WEBC KTUL WOC WHAS WLW WTAD WIBW.

Kellogg NBC Series

KELLOGG Co., Battle Creek, (wheat Krispies) on May 2 starts sponsorship of *Don Winslow of the Navy*, NBC program which was sponsored during the winter by Iodent Chemical Co. and has since been broadcast as a sustaining feature. The program is heard five days a week and will be sponsored on a split Red network of five stations. It continues sustaining on a number of other stations. Agency for Krispies is Hays MacFarland & Co., Chicago.

Penn Starts Sports

PENN TOBACCO Co., Wilkesbarre, Pa. (Kentucky Club tobacco), has started a series of daily sports broadcasts on WCCO, Minneapolis. The programs, called *The Extra Inning*, include complete scores of baseball games played in the American Assn., the National and American Leagues are given, along with forecasts and results of other important athletic events. Similar schedules on other stations are now in preparation by the agency, Ruthrauff & Ryan, N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strike) sponsoring *Kay Kyser's Musical Klass* on 78 NBC-Red stations, next fall will route the show among the colleges and universities, to give the audience-participation features of the program a "100% collegiate complexion."

Announcing

RADIO STATION

KXOK

ST. LOUIS

MISSOURI

(Now Under Construction)

1000 Watts . . . Full Time

Owned and Operated by

THE STAR-TIMES PUBLISHING CO.

FCC's Questionnaire Parade Providing Multitude of Facts

Fiscal Probe Is Followed by Requests for Data On Program Operations and Employment

HAVING responded to the most comprehensive questionnaire on their fiscal operations yet required of them, U. S. broadcast stations now are confronted with the necessity of answering even more searching FCC interrogatories relating to programs and employment.

On April 27, the FCC accounting department had on hand 590 replies from stations on the financial questionnaire. But additional questions were propounded in a supplemental form sent out the same day, with replies due May 7. The preceding week the Commission had sent out questionnaires on programs and employment.

Summaries of the data will be made available in connection with the projected hearings on both superpower and chain-monopoly aspects of broadcasting. The type of data to be computed, however, will depend upon instructions given the accounting department by the two separate committees designated to conduct the inquiries.

William J. Norfleet, chief accountant, declared April 27 that in general the returned questionnaires were filled out to conform with requirements. There is no intention of making public the individual questionnaire returns but the information will be analyzed under suitable headings and breakdowns on an industry-wide basis.

In addition to the questionnaire on financial operations of stations for the 1937 calendar year, the Commission sent out one relating purely to network operation, likewise for use in conjunction with both investigations but more particularly for the chain-monopoly inquiry.

Some two dozen questionnaires were sent out to national and regional networks with the request that the information be returned by May 1.

Contents of Questionnaires

On April 22 the superpower committee sent out to all stations two questionnaires eliciting detailed information on program service and personnel of all existing stations in the regular broadcast band to be used in connection with the June 6 hearings and for other purposes. Stations were asked to submit in duplicate to the Commission by May 18 the information sought in the questionnaires.

The employe questionnaire sought information on the number of employes engaged full time and part time and the wages paid during the week beginning March 6, 1938 in every class of station operation.

The questionnaire was broken down into two categories—executive, under which were listed general managerial, technical, program, commercial and publicity, and as a second classification, employes. In a sub-classification, the number of technical employes engaged in research and development and in operating was requested.

Under the general heading "Program" were the following: Production, writers, announcers, staff musicians, other artists, miscellaneous. In the commercial classification, the number of outside salesmen and of promotion and merchandising employes, was requested together with wages. The final classification was general and administration, including accounting, clerical, stenographic, and miscellaneous.

The second questionnaire, covering programs, asked for a summary of the programs broadcast over stations during the week of March 6. All-inclusive in scope, it asked for a breakdown of commercial and sustaining programs, those from national networks, regional networks, originated locally, transcriptions, records and announcements, and a similar breakdown on sustaining programs plus a total of all of them. Under "type of program", the questionnaire sought information on music, whether serious, light, popular or other; dramatic, including general drama, comedy scripts and children's drama; variety; talks and dialogues, with the time devoted to social and economic; literature, history and general cultural; household and others of special intrest to women; farm management and others of special interest to farmers; political and general.

Submitted Under Oath

Under the heading "news", time devoted to news reports, sport flashes, market crops and weather reports was sought. A sixth heading was "religious and devotional", and the final "special events", broken down into meetings and occasions of civic interest, sports, and other. There was also a miscellaneous classification.

As required in previous questionnaires, the replies must be sworn to by stations.

The new questionnaires occasioned some concern, particularly that portion relating to programs. The vast amount of detail asked for in the program breakdown, it is felt, cannot be procured from station records with ease since stations generally follow broader categories than those specified. In other words, it is believed that many stations will not be able to provide accurate information in every category for the week. If similar information is required in the future it will necessitate widespread changes in station logs and records, just as the financial questionnaire found many stations in the position of not having records sufficiently complete to provide all of the data sought. No great difficulty was expected to be encountered in connection with the employment questionnaire.

Some More Questions

To amplify the questionnaire on station fiscal operations the FCC on April 27 sent to all stations a supplemental questionnaire seeking further information. The additional data was requested by May 7. One new question requiring a "yes or no answer" read:

"Does licensee have any arrangement, contractual or otherwise, with any person, firm, corporation, or others (excepting networks), such as (for example) for the sale of station's time or for the payment of management commissions or fees; because of which arrangement (a) the station's gross revenue, (b) the expenses of operating the station, or (c) any other items that in the absence of such an arrangement would have been reported in licensee's response at page 2; were not fully reported by licensee in accordance with Order No. 38?"

Then, if the answer on that question was in the affirmative, the station was asked to set forth in detail the terms of such arrangement and to set forth in a separate statement the portion of revenues, operating expenses or other items of expense which because of such an arrangement were not included in the response to the original order.

Apropos the question of the original interrogatory relating to station discounts, the FCC sought to clear up any misunderstanding regarding them. It said that it sought to procure the amount of gross sales to advertisers, networks and other users of station time, talent and other facilities and services, after deducting only time and frequency discounts, or cash discounts, if the latter conforms to past accounting practice, irrespective of distributions to others. Another question regarding expenses incurred in furnishing the facilities and services resulting in the gross sales figure, it was added, should represent all such expenses, irrespective of the fact that portions may be borne by parties other than the station pursuant to any contracts or arrangements entered into by them.

As of April 27, the FCC Accounting Department had received approximately 590 replies to its original questionnaire. Actual analysis, however, cannot get underway on all phases of the questionnaire until the supplemental questions are submitted by May 7.

REUNION IN TULSA—When Neal Barrett, Hearst Radio vice-president in charge of Southwest stations (left); Peggy Stone, station relations director of International Radio Sales, and Murray Grabhorn, IRS vice-president, recently visited Tulsa, it gave J. Buryl Lottridge, KTUL director of advertising, an opportunity to show his prowess as a cameraman.

CONTEST FOR WOMEN'S CLUBS

Social Groups Compete for Cash Prizes in Series Sponsored by Atlanta A&P Stores

REALIZING the profit of tying-in the buying habits of women with their social activities, WATL, Atlanta, Ga., is running a contest under sponsorship of the local Atlantic & Pacific stores. Rather than award prizes to individual women, the contest offers a total of $2,000 in prizes to women's organizations, such as clubs, federations, church groups.

Votes are given for each proof of purchase, one vote for each penny purchase of any article at any local A & P store and many votes with the purchase of specific items listed in a pamphlet distributed by WATL. For example: Three pounds of Eight O'Clock coffee, 100 votes; 24 pounds of Postel's Elegant flour, 200 votes. Developments in the contest with considerable emphasis on the group that is leading are announced on *Treasure Chest*, a six-weekly half-hour morning program sponsored by A & P. The coupon-votes plug the program and carry the suggestion, "Vote this coupon for your favorite church PTA, or Charity." WATL is merchandising the series with window displays, blotters, posters, labels, jumbo telegrams and contest pamphlets.

Six monthly awards of $250 each are made and a grand prize of $500 will conclude the series. A number of smaller cash prizes are given runners-up. The contest started Feb. 15 and will end Sept. 1. WATL stresses the fact that a contest of this sort is a dignified way for the women to earn money for their favorite organizations.

FCC Approves Transfer Of KFXR, Oklahoma City

TRANSFER of KFXR, Oklahoma, City local, from the Exchange Avenue Baptist Church to Plaza Court Broadcasting Co. for $50,000 cash, was approved by the FCC April 23 by a 4 to 3 vote. Chairman McNinch and Commissioners Case and Payne dissented. The station, operating on 1310 kc. unlimited time with 100 watts night and 250 day, has been licensed to the church but was operated under lease by B. C. Thomason, chairman of the board of deacons of the church. Question regarding the lease was raised in connection with the station's renewal of license and with its assignment.

The new licensee, Plaza Court Broadcasting Co., is headed by M. S. McEldowney, secretary-treasurer, who owns $60,000 of the $90,000 outstanding capital stock; John D. Thomas, president, owning $15,000, and Charles E. Johnson, vice-president, owning $15,000. All are described as residents of Oklahoma City.

Big Yank Buys Spots

RELIANCE MFG. Co., Chicago (Big Yank work shirts) has started quarter-hour Saturday morning programs featuring live hillbilly talent on WLS, WLW, WHO, WJR and KDKA. Other stations may be added in the South and Southwest. Mitchell-Faust Adv. Co., Chicago, is agency.

Western Newspaper Union Plans Chain

Rural Syndicate Would Cover Advertising And Programs

FORMATION of a "network" of small-town stations which eventually might be linked by wire and which would be sold to national advertisers on a group or "package" basis, is being projected by the Western Newspaper Union, syndicate which for 72 years has served the rural weekly press with both editorial and national advertising.

BROADCASTING learned April 22 that the Union, which recently was revitalized, has created a subsidiary identified as Western Radio Union, which already has begun contacting local stations on the Pacific Coast. It is reported the new corporation has a $1,000,000 capitalization and will seek, through its 34 branch offices, to effect a mutual small-station organization on a nationwide basis. The decision to proceed was reached at a meeting of the committee on operations of the Union held in New York last month, following a general meeting of branch managers in Chicago.

Although the primary purpose of the project is to serve rural markets, the plan contemplates invasion of larger cities also in connection with the ultimate wire project. Concentrated coverage of smaller markets will be sought but where wire lines pass through larger cities, the plan is to link stations wherever possible in such populous centers. Ultimately, the hope is to set up a nationwide wire network with smaller units in outlying communities to be served by transcription. Negotiations, it is understood, are going forward with a transcription manufacturer and program production organization.

Once Planned by NIB

While the entire project has not been fashioned, the basic plan, it is understood, is that of providing both program and national advertising service for small stations to be sold as a group. The idea is not new, since it has been projected in the past by several organizations but without success. The last effort was made by National Independent Broadcasters, local station group, some two years ago, but never got beyond the paper stage.

The key men in the new project are Homer N. Preston, Chicago banker, president of Industrial Associates, and of H. N. Preston Co., financial advisors, and R. Hosken Damon, president of Johnson Fare Box Co., Chicago, and of the Bowser Pump Co., Fort Wayne, who recently acquired preferred stock interest in Western Newspaper Union. Edward C. Johnston, vice-president and treasurer, who headquarters in New York, is the operating head of the Union. The committee on operations is made up of Mr. Damon as chairman and Mr. Johnston and Herbert H. Fish Jr., vice-president.

Herbert L. Wilson, New York consulting engineer, has been retained as engineering advisor and is said to be actively engaged in development of wire and other technical plans, including selection of outlets. Present plans envisage launching of the project on a service basis by September.

Handling Pacific Coast operations, which are the first to proceed, is William J. Gleeson, former Oakland broadcaster who has been identified with broadcast operations on the Pacific Coast for a number of years. It is reported he has contacted several local stations in that area. Stations in the East and South also have been contacted during the last fortnight.

Should the preliminary plan get underway, it is understood, the Radio Union hopes to contract for lines with the objective of forming a fourth "national network" striking at the rural or "Class D" markets. These are described as areas of 10,000 or less population. Revenue would come both from the sale of spot time for the entire group as a group, and through eventual wire hookups. The whole plan is seen as a projection of the Newspaper Union idea into radio.

Western Newspaper Union services about 3,700 weeklies, and non-daily papers throughout the country and has been in business for about 75 years. Its service commonly is known as "boilerplate" or a duplication of the same editorial features and national advertising for its entire paper list. The organization is operated from 34 branches maintained throughout the country and these presumably will be used as the radio focal points in each district.

Purchase of Stock

Messrs. Preston and Damon, who are said to have injected new life into the newspaper organization, about six months ago purchased the preferred stock of the company from the Jocelyn estate. At the time they joined the organization, it is understood they had in mind extension into the rural radio field.

New York headquarters are at 310 E. 45th St.

One phase of the plan contemplates the setting up of 31 regional segments of the network which would parallel a like number of nationwide trading areas served by WNU. Advertisers now can purchase either the entire WNU list of some 3,700 newspaper affiliates or use particular trading areas which in the main cover two or three states.

The radio project would be fashioned in the same manner, it is understood, with advertisers offered either the entire "list" of stations or individual trading area groups. One to ten stations in each state would join with Western Radio Union and cooperate with the daily and weekly newspaper affiliates in the areas.

The regional networks would center in cities now trade area headquarters for Western Newspaper Union. These are Atlanta, Baltimore, Billings, Birmingham, Boston, Chicago, Cincinnati, Cleveland, Dallas, Denver, Des Moines, Detroit, Fargo, Houston, Indianapolis, Kansas City, Lincoln, Little Rock, Memphis, Milwaukee, Minneapolis, New York, Oklahoma City, Omaha, Pittsburgh, Portland, St. Louis, Salt Lake City, San Francisco, Sioux City and Wichita.

Mr. Damon declared the proposed chain might have as many as 300 outlets. Stations in key cities have not yet been lined up, he said. He emphasized that Western Newspaper Union will not own any of the stations but will merely align them as affiliates on a syndicated basis just as it serves newspapers. He said that syndicated news on radio would be given affiliated stations in member newspapers, with sponsors names tied into programs. Western Radio Union would pay WNU for the radio columns, with the stations themselves paying for the news service which would be furnished.

CBS Covers Hitler

HISTORY was made in a hurry on March 11, 1938, when Hitler negotiated his famous Austrian coup. Proud of its coverage of the epochal event, CBS has issued a brochure *Vienna March, 1938*, reviewing the swiftly moving developments. The CBS story is told in the style of a log, with text of news broadcasts presented day by day. The booklet closes with acknowledgements to news sources, foreign broadcast officials, and CBS sponsors who relinquished time.

MACY GROUP SEEKS CONTROL OF WFAS

PROPOSED sale of WFAS, White Plains, N. Y., to the Macy interests publishing a group of newspapers in Westchester County, New York, was disclosed April 22 when application for transfer of ownership was filed with the FCC. The proposed purchasers are J. Noel Macy, president of the newspaper group, and Valentine E. Macy Jr., who are cousins of Kingsland Macy, former state Republican leader, now Republican leader of Suffolk County and also the publisher of several Long Island newspapers.

The deal contemplates transfer of 716 out of 800 shares of preferred stock and 1,000 shares of common stock, the full issue, in Westchester Broadcasting Corp., licensee of the station, for a total consideration of $25,500. Transferor would be Selma Seitz, of Yonkers, who with her husband, Frank A. Seitz operates the station.

WFAS is a 100-watter on 1210 kc. It shares time with WGBB, Freeport, N. Y.; WMBQ, Brooklyn, and WGNY, Newburgh, N. Y. Westchester County Publishers Inc., headed by J. Noel Macy, publishes the *Yonkers Herald-Statesman, Tarrytown News, Port Chester Item, Ossining Citizen-Register, Mt. Vernon Argus, New Rochelle Standard-Star, Mamaroneck Times.*

RENAMING OF CASE IS EXPECTED SOON

REAPPOINTMENT of Commissioner Norman S. Case to the FCC for a seven-year term from July 1 is confidently expected in Administration circles prior to adjournment of Congress. While no word was forthcoming from the White House, all signs point to renomination of the Republican member, who has been on the FCC since its creation in 1934.

Gov. Case

Gov. Case's term expires under the staggered year appointment system provided in the Communications Act. He would be named to succeed himself for a seven-year term. A native of Rhode Island, Governor Case served as its Chief Executive and also as chairman of the Conference of Governors at the time President Roosevelt was Governor of New York. Gov. Case is a personal acquaintance of the President. It is understood the Senatorial Delegation from Rhode Island has petitioned the President for his reappointment, along with a number of other leading public officials.

While Congress is expected to adjourn early in June, it is anticipated the nomination will be made in advance of adjournment to permit Senate confirmation. Otherwise, the appointment would have to be made on a recess basis with confirmation to come at the next session of Congress convening in January.

Laredo Station to Begin Operation in Late May

KPAB, new local authorized in Laredo, Tex., last February, will start actual operation the latter part of May, according to announcement April 22 by M. M. Valentine, president and owner of the station. Mr. Valentine is an electrical engineer and a radio amateur, and also operates a small citrus fruit orchard.

Pat Baxter, formerly with the commercial department of KABC, San Antonio, has been named commercial manager of KPAB. Jimmie Willson, former manager of KBST, Big Spring, will direct programs and other studio activities. Mr. Valentine will assume the station's general management and also supervise technical operations.

A new Western Electric transmitter has been purchased and will be housed in a specially constructed building. Modern studios and offices have been established in Laredo's Hamilton Hotel. The station will operate full time on 1500 kc. with 250 watts day and 100 watts night.

Steelcote Spots

STEELCOTE Mfg. Co. of Canada, Toronto (rubebr enamel), on May 4 starts 13 one-minute announcements on CJIC, Sault Ste. Marie, Ont.; CJRC, Winnipeg, Man.; CFCN, Calgary, Alta., and CKPR, Fort William, Ont. The account was handled by Benison Co., Toronto.

XUM

Crop Reports Foretell SALES INCREASES

in WKY'S Area

On the basis of April 1 prospects the 1938 Oklahoma wheat crop is indicated as the third best of record . . . the second largest of any state . . . the greatest since 1931.

This favorable condition follows closely on the heels of Babson's advice to detour around less favorable areas and go after business in Oklahoma.

This near record wheat crop will be ready to convert into spendable cash in June and July. How it will be spent is the chief topic of conversation in thousands of Oklahoma homes today. The best way to get your name and your product into these discussions is through WKY . . . the station with the largest audience in the greatest sales-producing area of Oklahoma.

WKY

Oklahoma City

REPRESENTATIVE —— THE KATZ AGENCY, INC.

AFFILIATED WITH THE OKLAHOMA PUBLISHING COMPANY

Federal Stations For International Service Favored

Joint Federal Group to Urge Government Broadcasting

ESTABLISHMENT of several international stations to be operated directly by the Government to strengthen goodwill between the United States and the Pan American nations will be recommended by the Interdepartmental Committee on International Broadcasting, according to reports current in official circles. The committee, of which FCC Chairman McNinch is the head, has completed its tentative report and it will be submitted to President Roosevelt within a short time. Whether the report will be made public depends upon the President.

Meanwhile, Senator Bone (D-Wash.), chairman of the Senate Interstate Commerce subcommittee to which the Chavez-McAdoo bill for creation of a Government station in San Diego was referred, declared April 26 he proposed to hold hearings on the measure before adjournment of Congress. No definite date, however, has been set and it is generally predicted there will be no action on any radio legislation at this session.

Still Another

A third bill for a Government station was introduced in the House April 18 by Rep. Green (D-Fla.) proposing that such a Pan American station be located in Jacksonville. Identical with the Celler Bill, which was introduced Feb. 3, 1937, the measure differs only with respect to location of the station. The Celler Bill proposed that the station be situated in Washington. It is regarded as a measure to offset the Chavez proposal for a station in San Diego.

The Interdepartmental Committee has been functioning since last February and has held a series of meetings. A fact-finding study was undertaken to ascertain the desirability of setting up government stations. Disposal of five international shortwave channels, four of which are now allocated temporarily to World-Wide Broadcasting Co. of Boston, and to General Electric Co., for use by the Pan American nations in interchange of programs, was the main purpose of the committee activity. The object is to offset propaganda broadcasts directed to Latin America by dictator nations.

Chairman McNinch conferred with President Roosevelt April 19, at which time he discussed the committee report and promised it would be submitted within ten days. He also informed the President the FCC is practically current on its broadcast docket and that no cases are being held up on policy matters with such questions as newspaper ownership and transfers of stations taken in their stride. He said some 30 cases have been decided and await the writing of formal opinions while a like number are in the transition stage awaiting an FCC vote. He said the President was very much gratified with the progress.

Among other things, the FCC chairman reported that the chain-monopoly inquiry ordered several weeks ago likely would reach the hearing stage in June. Preliminary data is being collected by the FCC staff, he declared, adding there was no intention of hiring any outside or special counsel to assist the FCC in this study or in the superpower study.

Chairman McNinch stated following the White House conference that he had no plans for recommendations to Congress for any new legislation at this session. He declared that probably by fall the Commission would be in a position to arrive at definite conclusions. He said he did not want to make any "half-baked" recommendations until additional data is available following the current investigations and studies.

FCC Cites More Stations on Programs As Complaint Committee Remains Idle

WHILE its "Committee on Informal Complaints" studies rather lackadaisically the question of program actions against stations with a view to reforming procedure, the FCC continues to cite stations on such matters, with growing complaints from licensees.

At the FCC meeting April 20 a number of stations were given temporary renewals because of program complaints, while other temporary renewals were made regular after investigation of complaints had proved them unjustified. The sudden practice of notifying stations of all complaints filed against them, whether well-founded or otherwise, was resorted to several months ago by the FCC as part of a new procedure.

After many protests against the action, the FCC set up a committee of three to study the whole question. It originally comprised Chairman McNinch and Commissioners Sykes and Payne, but on March 23, it is learned, Chairman McNinch asked that he be relieved of the assignment and Commissioner Craven was appointed instead. The committee held a meeting in mid-April at which time it asked the law department for specific information. It has been inactive since and there is no indication when it will submit its report.

Hearings Ordered

At its April 20 meeting, the FCC set for hearing the renewal application of WNAX, Yankton, S. D., because of a program having to do with a processing tax and pending investigation of other program service. Simultaneously, it remanded for further hearing the application for transfer of the station to the South Dakota Broadcasting Corp., under which the Cowles interests operating the Iowa Broadcasting System and *Des Moines Register-Tribune* would take over the station. The hearing will also involve the license renewal.

WKBW, Buffalo, was designated for hearing on its renewal because of a complaint from Dr. J. H. J. Upham, dean of the College of Medicine of Ohio State University, against a program by Burt Wakelee regarding the medical school of the University and anti-vivisection.

WAAB, Boston, was given a temporary license renewal for two months from May 1 because of a complaint by Lawrence J. Flynn, said to be a former employe of the Yankee Network, alleging improper program operations by the station. It is understood also that a previous complaint of a similar nature against WNAC, Boston, also owned by John Shepard 3rd, had been dropped after investigation.

A complaint against WAAB involving broadcasts by Rev. Gerald L. K. Smith, former Huey Long lieutenant, who set out to form a "Committee of One Million" was dropped and presumably will be dropped against other stations that have been given temporary licenses for the same reason. Complaints against WDAF, Kansas City, involving a transcription identified as *Rube Appleby* and against certain other stations for the same program, were dropped and regular licenses were granted. A complaint against WJSV, Washington, by John P. Davis, national secretary of the National Negro Congress, alleging improper statements in a news broadcast, likewise was dropped.

The whole procedure of citing stations on complaints, whatever their nature, has been under fire since it was instituted several months ago. Several commissioners feel that complaints should be thoroughly investigated before any action is taken against stations or they are notified. Issuance of temporary licenses, it is held, stigmatizes the stations and permits competitors to embark upon "whispering campaigns" which undermine their operations.

A united appeal by the industry to the FCC for thorough investigation of complaints before any formal action is taken, in the way of notice or temporary licenses, has been advocated among station groups. The NAB also has been approached. It is felt that the FCC should not consider informal complaints unless they are bona fide and meet pre-determined standards as required in cases involving public utility carriers under FCC jurisdiction. Under such a procedure unverified complaints and purely program citations which have not been investigated would not be given undue weight and stations would not be penalized until actual proof was available that they were not operating in public interest.

KINGFISHER—This unique headgear, surmounted with choice fishing lures, was presented recently to Birt Fisher, director of KOMO-KJR, Seattle, in recognition of his landing, with the assistance of his close friend Al Pearce, of *Gang* fame, a 216 lb. marlin in Mexican waters. It happened that the famous Ben Paris Salmon Derby was in progress in Puget Sound at about the same time — so Birt shipped his marlin to Mr. Paris as an entry. Not being an indigenous fish, though weighing far more than the 22 lb. minimum for derby entries, the marlin didn't qualify but it did win this emblem of superiority, being presented to the redoubtable Birt during the derby broadcast.

John Murray Transfers To Legal Staff of FPC

JOHN J. MURRAY, FCC special counsel assigned to Chairman McNinch's office, has resigned effective April 30, at which time he will transfer to the Federal Power Commission as a member of its law department. He joined the FCC last October on a temporary legal assignment, along with William J. Dempsey, special counsel likewise assigned to the Chairman.

A former chairman of the Massachusetts Public Utilities Commission and State Board of Tax Appeals, Mr. Murray is understood to have under consideration returning to Massachusetts politics. He has been mentioned as a possible candidate for lieutenant governor this fall, but no formal announcement of his candidacy has been made. For 12 years he was professor of law at Boston University.

Varady, Marrow Spots

VARADY of Vienna, Chicago (cosmetics), and J. W. Marrow Mfg. Co., Chicago (Mar-O-Oil Shampoo), on April 24 started quarter-hour transcriptions to replace network advertising for the summer. Varady is using quarter-hour WBS transcriptions of Perry Como, vocalist, on seven stations from one to six nights weekly. The list is: WCFL CKLW WCAU WMCA KWK WOL WIP. Marrow is using quarter-hour WBS discs featuring Isham Jones' orchestra one to six nights weekly on 14 stations, WCFL CKLW KOA KVOO KPRC WBAP WKY WOAI WMCA KWK WCAE WCAU WTAM WIP. Baggaley, Horton & Hoyt, Chicago, handles both accounts.

Tractor Series on 65

INTERNATIONAL Harvester Co., Chicago (tractors and binder-twine), on April 11 started weekly programs on three stations with spot announcements on 62 others. A weekly morning program is being used on WLW, Cincinnati, a portion of the *Grand Ole Opry* on WSM, Nashville, and a part of the *Hollywood Barn Dance* on KNX, Hollywood. Campaign will probably run through the summer. Canadian stations may be added in July. Aubrey, Moore & Wallace, Chicago, is agency.

Angeline, you were wonderful!

"Mikemanship" is the Buffalo Byword . . . .

ANGELINE *was* wonderful! Her friends told her she was! She was one of the hundreds of Buffalonians and Western New Yorkers whom WGR and WKBW bring to the air each month—because these two stations have made *local* showmanship a powerful audience builder, supplementing and complementing the increasingly popular *national* showmanship of the Columbia network.

WGR and WKBW were the *first* to bring listeners national and local news of the hour every hour on the hour. These two stations take listeners to council meetings when headlines scream an investigation. They bring the mayor to the microphone when legislators fail to agree and taxpayers hold mass meetings.

They take listeners to the Junior League and they take them to the Seamen's Home. They send the head of their sports department to Florida and broadcast the training camp games of the local team.

WGR and WKBW have coined a new word for showmanship. It is "Mikemanship".

These are the stations that meet the first ship in the spring and broadcast the captain's story of his day-long battle with the ice. These are the stations that *originate* the ideas which others adopt.

Do you wonder that WGR and WKBW dominate the rich Buffalo and Western New York market?

WGR *"THE ENDS OF THE DIAL"* **WKBW**

National Representatives: Free & Peters, Inc.

The Regional Success of S&W Food

Extensive Promotion And Good Scripts Are Secrets

By EMIL BRISACHER
Emil Brisacher & Staff
San Francisco

THE way to a man's—and woman's—ears is through the use of good scripts and well-planned merchandising. That lesson is learned in the rapid success of the West Coast serial *I Want a Divorce*. Everyone is interested in food, which S&W sells with considerable success, and most everyone is interested in the divorce problem, particularly as portrayed on this NBC program. Mr. Brisacher, head of the San Francisco agency bearing his name, discloses the methods by which the campaign has been carried to quick popularity with much publicity.

MR. BRISACHER

CAN A territorial advertiser create a radio program that will vie in popularity with the big, expensive, transcontinental competition?

The answer is a big, enthusiastic "Yes" if you look at the remarkable record of success established by *I Want a Divorce* — an unique quarter-hour program dealing with the prevention of unnecessary divorce. This program broadcast in California, Oregon and Washington over NBC-Red network stations (KPO, KFI, KGW, KOMO, KHQ, KFBK, KMJ), sponsored by S&W Fine Foods, distributors of S&W Mellow'd Coffee and a long line of top-quality food products. Directed by Val Fleming, using NBC players and heard Sundays at 9:15 p. m. (PST), the program is now in its 13-week contract period.

All in a Short Time

Although *I Want a Divorce* has been on the airways only since October, 1937, in this short period it has

—won 54% of the listening audience, according to the W. R. Penny Market Research Corp. monthly survey in Los Angeles;

—increased its standing from 3.4% to 11.7% on the "Facts Consolidated" monthly survey;

—set a new record in its field for direct response;

—been dickered for by Hollywood studios for filming rights;

—been listed regularly in the "Must Listen" columns on the radio pages of practically every sizeable western daily;

—been featured in full-page articles in Sunday magazine sections of leading metropolitan newspapers;

—received wholehearted endorsement from many leaders and members of Protestant, Catholic, and Jewish faiths as well as from civic leaders.

Why has *I Want a Divorce* climbed so swiftly to fame? Because it not only entertains, but also serves a need. Many thousands of people are alarmed by the swift increase in divorce in this country. They feel that many of these marital break-ups could be prevented; and they welcome this program as a new and healthy force for helping to resolve marriage difficulties. They write to the sponsor in ever-growing numbers — not only to praise the good work of the program, but also to share their innermost family secrets and to suggest personal experiences for use on the program.

The program takes the form of a fast-moving, 15-minute dramatic show. Each show is based upon true divorce incidents and is complete in itself. Likewise, each one portrays a basic cause of divorce and suggests a possible solution. One play may be serious; another light-hearted—but each and every one emphasizes an important marriage moral.

Scripts, Not Names

Instead of buying "big name" actors for the show, S&W Fine Foods put its money into buying first-class scripts by famous authors, including Peter B. Kyne, Hugh Wiley, Donald Henderson Clarke, Elsie Robinson, and many others. This policy, by the way, is one of the reasons why *I Want a Divorce* has received far more than the normal amount of publicity in newspaper radio pages. By using the work of a different and noted author on each program, S&W Fine Foods has been enabled to supply a new and worthwhile news story each week to the radio editors.

To increase audience interest and to secure full merchandising value from the program, S&W last fall featured an unusually attractive contest—a "Perfect Mate" competition, with $10,000 in cash prizes. Listeners were told to go to the grocery store and secure a free contest entry blank containing a "Perfect Husband Guide" for women and a "Perfect Wife Guide" for men. Each contestant was required to add another point to either of the "Guides" and to enclose with his or her entry a key-strip from a can of S&W Mellow'd Coffee. The response was remarkably enthusiastic. The entries—each accompanied by an S&W key-strip—poured in at the rate of several thousand every week.

What happened during the progress of this contest points a moral for the advertising fraternity at large. S&W began receiving letters from listeners who questioned whether the prizes were really being given out. To allay all possible disgruntlement, S&W announced that a list of the names and addresses of all prize winners would be mailed to each entrant shortly after the close of the contest. The grumbling stopped almost overnight. The audience was assured that the competition was fair and above board.

This action accounts in part for the even more spectacular success of the second contest conducted by S&W. With the list of prize winners in the "Perfect Mate" contest, each entrant also received an announcement of the new contest.

A Solution Contest

This second contest was called the "Divorce Solution" contest, with 101 cash prizes totaling $500 being awarded every week. Listeners were asked to give their views about America's divorce problem by finishing the sentence, *"There wouldn't be so many divorces if —"* in not more than 25 additional words. To assure participants even further as to the complete honesty of the competition, the name and address of the $250 grand cash prize winner was announced each week on the program. As in the first contest, a key-strip from S&W Mellow'd Coffee was requested with each entry. Result: the average weekly return nearly doubled that of the first contest.

Using this return as a basis, the same contest on a nationwide hook-up of *I Want a Divorce* would have pulled more than 60,000 replies every week—each with evidence of product-purchase enclosed.

In addition to these impressive contest results, the program itself is a strong force for getting distribution for S&W Mellow'd Coffee and food products. The S&W salesmen enthusiastically report many instances in which people who appreciate the show, as well as those who have entered the contests, have insisted that their grocers stock S&W products for them.

Newspaper advertising, too, may take a bow for its part in the success of both the program and the contests. For S&W Fine Foods has consistently supported its radio efforts with campaigns in the western dailies.

I Want a Divorce profits by a novel, listener-catching signature. To the strains of Mendelsohnn's *Wedding March* played on the organ, the announcer opens the program by saying, "And now, the program approved by many leaders of church and state." The organ music fades. The rap of a divorce-court judge's gavel is heard. Then—a hubbub of voices crying out, "Judge, I Want a Divorce! Judge, I Want a Divorce!" The voices fade. The announcer steps forward and speaks again: "Faster . . . faster . . . ever faster does the divorce mill grind away yesteryear's happiness. 'Why? Why? Why?', ask millions. Listen to *I Want a Divorce* . . . the true happenings in other people's marriages."

In addition to being an effective dramatic device, this opening serves another important purpose: It instantly tells the listener that *I Want a Divorce* is a serious study of America's divorce problem, and not just facetious entertainment.

First Radio Lady

TITLE of "First Lady in Radio in Seattle" was bestowed upon Miss Marjorie McPherson, radio director of the Izzard Co., Seattle agency, at an April 20 meeting of the Business and Professional Women's Club, that city. Miss McPherson spoke at the club's annual banquet, along with four other women chosen as "leading Seattle ladies" in advertising, government, aviation and music.

Union Oil Revises

UNION OIL Co., Los Angeles (petroleum products), on April 25 replaced its weekly half-hour *Thrills* on an NBC-Pacific network with a new series, *The Passing Parade*. Program which originates from Hollywood, was originally scheduled to start April 27 on 9 NBC Pacific Red stations; KTAR, Phoenix, Ariz.; and KIDO, Boise, Ida., Monday, 8-8:30 p. m. (PST). It has taken over the *Amos 'n' Andy* time on the network, that program having been moved back an hour with daylight saving time. Featured in the new series are John Nesbitt, commentator; David Broekman's orchestra, and Donald Novis, tenor. The King's Men, a vocal group, was to be added May 2. Title is copyrighted and was used by Nesbitt in a previous series on both NBC and the Mutual-Don Lee network under sponsorship of Duart Mfg. Co. (cosmetics). Continuity is by Paul Dudley, writer on the Hollywood staff of Lord & Thomas, agency servicing the account. Nesbitt scripts his own material. Carlton KeDell announces the series, which is for 13 weeks with option.

Leeming, Pacquin Plans

THOS. LEEMING & Co., New York (Baume Bengue) and Pacquin Inc., New York (cosmetics), plan more extensive campaigns next year, according to Almon Taranto, of Wm. Esty & Co., New York, agency for the accounts. Both have been shown satisfactory results from the past season's tests and will resume about Oct. 1 with larger schedules. Leeming has announcements and weather reports on about 40 stations; Pacquin three five-minute transcriptions a week on 18 stations.

SUMMERTIME IS STARTING TIME

NOW is the time—to start contacting our *rich* "Friendly Family" of 2,500,000 Italo-Americans who spend over a Billion Dollars annually!

ADVERTISED *The Italian Way*, your purely Summer product, or one of all-year 'round use, will immediately enjoy largely increased sales!

COME FALL, the impetus from your Summer programs will make your then sales campaign *doubly* effective, while from succeeding Winter and Spring broadcasting your sales will loom still larger and larger!

SO, we say, "Summertime is Starting Time" (if you would keep cool while the heat and your sales shoot up) in our constantly *growing* Italo-American Market!

WOV
NEW YORK • 1000 WATTS

WPEN
PHILADELPHIA • 1000 WATTS

WBIL
NEW YORK • 5000 WATTS

THE INTERNATIONAL BROADCASTING CORPORATION • NEW YORK CITY

Radio's Public Service Duty Being Fulfilled, Says *Fortune*

FCC Personnel Treated Sharply by Magazine; Public Being Pleased; Monopoly Charges a Myth

AN OUTSIDER'S appraisal of American broadcasting, in which the conclusion is reached that "radio has stuck to its public service tradition and developed it," is featured in the May edition of *Fortune* which devotes four articles, (1) to radio as a $140,000,000 art, (2) to its $45,000,000 talent bill, (3) to the $537,000,000 set business, and (4) to the FCC. The authors, attempting to cover the entire gamut of radio's manifold operations, report little that is new to the average broadcast or advertising executive but set it forth in *Fortune's* usually attractive manner for the businessman, the student and the ordinary listener.

Broadcasting as a business is found to be profitable, both for networks and for stations, but the outcries that it is excessively profitable in ratio to investment are disputed. It is estimated that of the broadcasting industry's $140,000,000 gross last year, the net amounted to "something close to $28,000,000". Local stations, comprising 45% of all, account for only about 10% of total station gross revenues, regionals about 50% and clear channels the remainder, it is stated.

Ratio of Profit

Appraising the networks, the income and profit figures of NBC, CBS and Mutual are discussed on the basis of such figures as were made available. Revealed for the first time in the article on broadcasting are the separate income and profit figures for the nine CBS-owned and operated stations. CBS during 1937 realized a net profit of $3,028,900 on network time sales, the ratio of profit to sales running 10.5%. Its nine owned and operated stations during the same period grossed $7,887,300 and realized a profit on this of $1,268,700, the ratio of profit to sales running 16.1%.

Throughout the four articles are interspersed pointed answers to some of the criticisms currently leveled against radio.

"You cannot criticize the output of radio as a whole," asserts *Fortune*, "without criticizing the taste of the American public. For radio's first job is to please the people, and so long as it makes money out of pleasing them it will be better at giving them what they want than any government agency with a reformist complex. And what they want from radio is not, after all, any worse than what they seem to want, and get, from the press.

"If government starts censoring and controlling The Art and proclaims that no detective serial programs, say, are to be broadcast, then in fairness and logic it ought to eliminate all pulp detective magazines and forbid newspapers to publish photographs of slain gangsters lying in the street. It may be distressing to be told that the chief entertainment of 129,000,000 people is a ventriloquist's dummy, swing bands, Broadway wise guys, and the assorted fluff, gush, and drivel that floats out across the nation from New York, Hollywood, and Chicago 365 days a year. But there you are. When you challenge the right of the people to like it you challenge democracy itself. And that it is healthier for a nation to listen to Charlie McCarthy from choice than to Adolph Hitler or any conceivable American prototype from necessity, few lovers of freedom would deny."

The seven members of the FCC are individually "dissected" by the editors on the basis of their personal interviews, and the appraisals are generally not very complimentary. It is concluded that "unless radio regulation is conducted with much more care and forethought than railroad regulation was, the U. S. is apt to wake up some years hence with a radio headache." Alleged monopoly, the control of programs and censorship, however, are not seen as the Commission's function. "Monopoly" charges in particular are dismissed as "mostly poppycock".

"It is true", the article on the FCC states, "that the affiliated stations of the two big chains all put together account for 75% of the total U. S. broadcasting business, in dollar volume. But, on the one hand, they account for only 36% of the industry in number of stations; and, on the other, the bulk of their business is not network business. It is difficult, therefore, to see any monopoly in the air in an economic sense, and if there is no monopoly in an economic sense, it is difficult to see how such could arise in an editorial sense.

The Monopoly Myth

There remains the possibility of a chain of stations, all of them owned and operated by one person or corporation, which is indeed a theoretical possibility. NBC comes closest to it; and NBC owns or operates 15 stations of the nation's 728.

"But the talk of monopoly becomes practically fantastic in the light of a second general consideration—namely, the attitude of the typical radio broadcaster toward matters of controversy. Conceivably radio broadcasting could have grown up, as the press grew up, in the tradition of partisanship. Stations, like newspapers, might have had editorial policies and political affiliations.

"But owing partly to the licensing situation, partly to a provision in the law requiring that if one candidate for public office be given time his opponent be given time also, and partly to the temperament of the broadcasters themselves, radio chose a different and younger tradition. Radio chose to class itself, with regard to politics and social issues, as a public utility, open to all. It is this attitude toward controversial matter that has led to the accusation of spinelessness, discussed in the article on broadcasting in this issue. But that is another question entirely. The point here is that radio has stuck to its public-service tradition and developed it.

"The third general consideration, which follows from the second, has to do with the radio broadcaster's interpretation of his public-utility functions. And mature reflection shows his interpretation has been literal. A comparison of radio with the movies on the one hand, and the press on the other, illustrates this point.

"No movie producer seems to feel obliged to intersperse his sugary romances with hard educational facts, and nobody expects him to. The record of the press is even more illustrative, for the press, like radio, goes straight into the home. The press has had its idealists and has made great public contributions. But by and large it prints more of what the public wants than what it thinks it ought to want. The syndicated matter bought by newspapers throughout the land (which corresponds vaguely to network time) is mostly tripe. And the rich metropolitan tabloids are certainly not in the business of purveying culture.

Pure and Noble

"Indeed, compared with its sister arts radio can justly claim a high degree of purity. If a huge proportion of its commercials and a generous proportion of its sustaining programs are tinny, it still never passes a day without indulging in nobler effects. At times it even soars, with Toscanini or the New York Philharmonic or a lecture, into what might be called the stratosphere of entertainment, where the movies and the newspapers rarely go.

"Doubtless the Commission, or rather the extraordinary powers with which the Commission is vested, are partly responsible for this record. But the question arises at once: how far should the Commission go in assuming and effecting a *direct* responsibility for the quality of broadcasts? And the answer to this question ought to be fairly evident. In a democratic economy, the basic determinant of private enterprise must be the public's expressed interest.

"It is a very fine notion to try to 'uplift' the public, but the surest way to fail is to cause it to turn its radios off. With a few distinguished exceptions educational stations have flopped. Licenses issued to them have dropped from 202 to 38; in most cases they could not meet expenses and in quite a number of cases their programs were regarded as inferior in quality to the programs of commercial stations. Public interest is concentrated on the entertainment programs.

"The comics and the commentators, the buffoons and the bands keep radio alive. And with regard to these there would seem to be little need for supervision in the public interest. The people who are spending the money to put the shows on are doing their darndest to give the public precisely what it would most like. If they fail, their money is lost. If the Government or anyone else could tell them how to interest the public more, they would gladly take the advice. And if talks on civic duties or geography ever become a public passion, it is certain the commercial sponsors will have them."

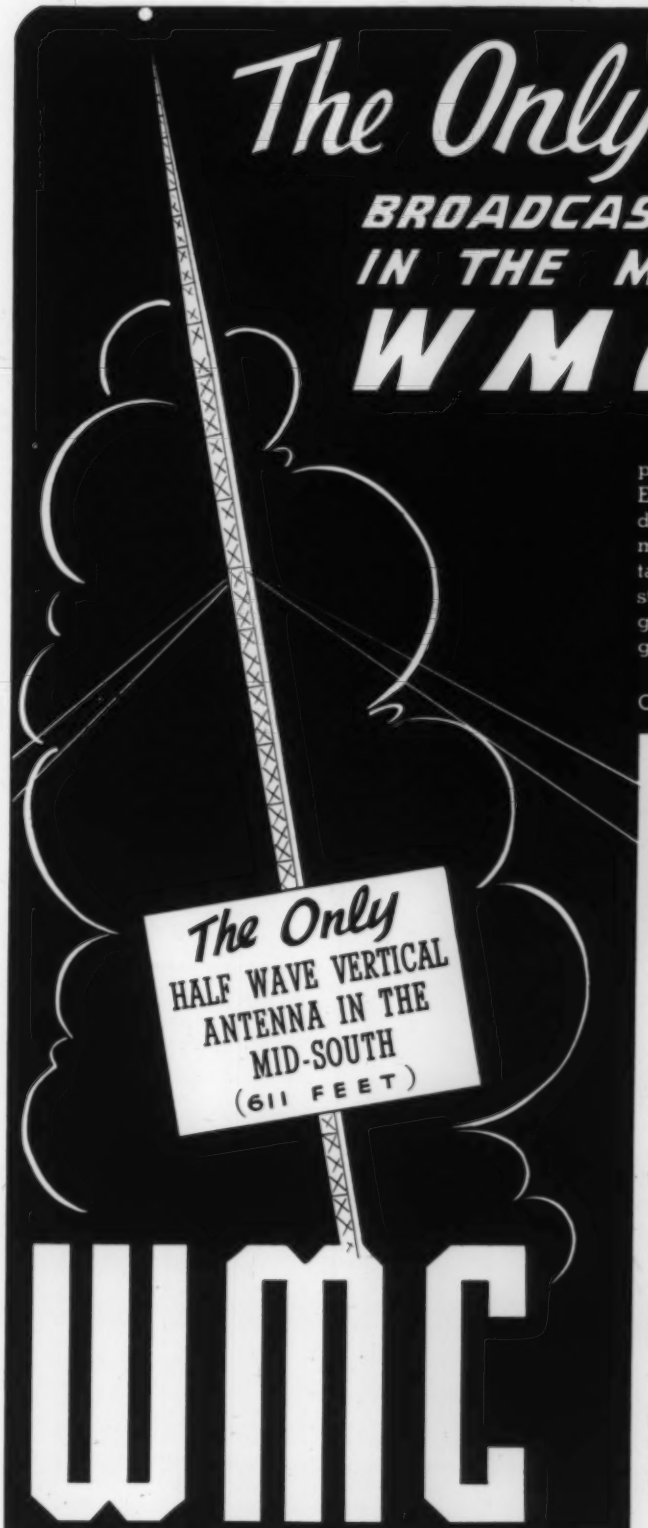
BRA BRICHT—A breath of Bonnie Scotland is Bonnie Scotland (real name), commercial manager of KIDO, Boise, Idaho, one of the few women holding such a post in broadcasting. The beauteous Scotch lass has been with C. G. Phillips, KIDO manager, for six years and has held her present post for five. Her sister Catherine is secretary to Mr. Phillips; another sister, Adelaide, was with the station until she married several years ago.

Fortune Warns Against Program Meddling

"RADIO is a public utility. As it develops with full maturity one of two things will happen: Either it will succeed in performing the service that the public wants within the competitive system—which means at a profit; or it will fail to perform the service that the public wants, and so run into losses, and so, like the railroads, become ripe for extraction from the competitive system. And it lies within the power of the FCC to bring either of these alternatives about. By recognizing the fact that its regulation is a necessary evil rather than a desirable blessing, the Commission can do much to help radio to help itself. But if the Commission gets the idea that it knows more about the public interest than the radio broadcasters, and proceeds to meddle with programs without regard to the necessities of profit, it can cause the collapse of this industry—free speech and all—into the arms of the government."

KING FEATURES Syndicate, Hearst subsidiary, has appointed the William Morris Agency, talent and program agency, as exclusive representative for its radio material. Stewart Hopkins of King Features is contact executive.

The Only Complete
BROADCASTING STATION IN THE MID-SOUTH
WMC Memphis



GEARED TO THE MODERN IS WMC, the pioneer broadcasting station of the Mid-South. Every new and modern phase of broadcasting development has been included in WMC's equipment. From microphone to antenna . . . from turntable to studios . . . with a battery of short wave stations for every need, WMC has built and progressed to a point pre-eminently at the top in the group of leading radio stations in the country.

Here is technical progress and perfection . . . COMPLETE!

THE *Only* MOBILE TRANSMITTER

Here is WMC's moving short wave transmitter. It makes possible unique and interesting broadcasts from vantage spots hitherto inaccessible.

THE *Only* COMPLETE RECORDING SERVICE

Up-to-the-minute is WMC's complete recording equipment, making possible auditions and play-backs of exceptionally fine quality transcriptions.

THE *Only* SHORT WAVE PORTABLE TRANSMITTER

Short Wave Station WABG. This action shot depicts WMC's heroic service during flood relief . . . service that won national recognition and acclaim.

THE *Only* SHORT WAVE "PACK-SET"

Portable Unit W4XBS. Makes possible on-the-spot broadcasts, however remote the broadcast location.

Owned and Operated by
THE COMMERCIAL APPEAL

NBC RED

NATIONAL REPRESENTATIVE: THE BRANHAM COMPANY

5,000 WATTS—DAY
1,000 WATTS—NIGHT

RESULT$ PROVE WMC SELLS THE MID-SOUTH

Labor Compliance By Industry Urged

CIO Advocates Bill Requiring Stations to Follow NLRA

A MOVEMENT by which broadcast stations would be required to comply with all actions of the National Labor Relations Board governing unfair labor practice, as a condition precedent to holding a Government franchise, has been launched in Congress under the auspices of CIO, it was revealed April 20 at hearings on the Walsh-Healey bill (HR-9745). The bill, among other things, would specify that every contract to which the United States is a party shall carry the requirement that the private contractors comply with all actions under the National Labor Relations Act and do not engage in unfair labor practice under that act.

Lee Pressman, general counsel of CIO, in appearing before a subcommitte of the House Judiciary Committee April 20, declared the purpose of the bill is to bring about immediate compliance with NLRA. He recommended that Section 1 of the bill be revised to include licensing of stations by the FCC. Simultaneously, he offered for the record a memorandum from Mervyn Rathborne, president of American Communications Association (formerly ARTA), a CIO affiliate, making specific recommendation regarding broadcast licenses.

Cause of Disputes

Mr. Rathborne stated the bill is not complete without specific provision that the recipient of government benefit in the form of license to operate a broadcast station also be required to conform with NLRA. He said the provision should be included to avoid ambiguity.

"Nowhere is it more important 'to diminish the causes of labor disputes burdening or obstructing interstate and foreign commerce' than in the field of radio broadcasting," he stated. "Since this stated purpose of NLRA is expedited by HR-9745 and since grant of the sole use of a radio wavelength is definitely a government benefit, licensees of broadcast stations should be included within the provisions of the bill under consideration."

Mr. Rathborne contended a strike that would take a station off the air is fraught with serious consequences and discomfort to many people. The experience of his organization, he said, shows that stations which obey NLRA are "unlikely to become involved in an industrial dispute which would force them to cease operations for any length of time. The same cannot be said for companies which deliberately obstruct and disobey the Act."

ACA activity in connection with broadcasting has invaded the FCC on a number of occasions in recent months. Letters of protest involving stations against which the organization allegedly holds grievances have been filed from time to time with the FCC, and in several instances have resulted in dispatching of complaints by the FCC to the stations involved. This is one of the matters under consideration by the Committee on Informal Complaints recently created by the FCC. Possibility of participation in hearings involving renewal of licenses of such stations has also been mentioned.

SECRET CANDIDATE
Runs for Oklahoma Post by Using Broadcasts

A UNIQUE political campaign waged entirely by radio, is reported from Oklahoma. A "mystery" candidate for the gubernatorial nomination is conducting his campaign over KTUL, Tulsa; KTOK, Oklahoma City, and additional Oklahoma stations to be added from time to time. His identity will remain unknown until May 7—the last day of the filing time.

Friends of the mystery candidate have purchased a block of time over KTOK and KTUL running seven quarter-hours a week, daily, with the additional Oklahoma state stations to be added three times a week. The mystery candidate is using staggered time, with the object of reaching all elements of the voting populace. He is an amateur boxer and works out regularly in his own private gymnasium. His campaign has aroused great interest throughout the state, it is reported, because of its novel aspects.

MEMBERSHIP GAINS CLAIMED BY AFRA

WORK of negotiating contracts for dramatic talent and announcers engaged in network broadcasting is progressing very rapidly, according to Emily Holt, executive secretary of the American Federation of Radio Artists, AFL talent union, who has been holding frequent conferences with network officials and agency executives since the first of the year. While unwilling to predict any definite date for the signing of contracts, Mrs. Holt said that the end was in sight. Meanwhile, AFRA is rapidly adding to its membership, she stated, and two more local chapters have been given charters, Philadelphia and Racine. These two new locals are still operating under steering committees pending election of officers.

At meeting of the Los Angeles local of AFRA seven new members were elected to the board of directors: Edward Arnold, Don Ameche, Warren Hull, Lanny Ross, Jean Hersholt, Ben Alexander and James Wallington.

American Guild of Radio Announcers and Producers, independent organization, has withdrawn its charges against WMCA, New York, following the reinstatement of two announcers and a production man which had been discharged from the station for union activities, according to AGRAP. Reinstatement was accompanied by a settlement on account of back pay. AGRAP executive committee was expected to meet April 30 to open ballotts received from each chapter to determine whether the organization is to remain independent, or to become affiliated with either AFRA or the American Communications Association, CIO radio union.

TRIPPERS — From the Chamber of Commerce, Wichita, Kan., made a goodwill tour of Western Kansas and Colorado, April 17-21. Charles Theis, (left), president of KANS, Wichita, called on Hugh B. Terry, manager of KVOR, Colorado Springs. On the right is Herb Hollister, manager of KANS, who devised some unusual promotion stunts for the tour. In addition to six programs broadcast en route, transcriptions of interviews and speeches were made for broadcasting on KANS in a series sponsored by the local Steffen Ice & Ice Cream Co. Personal telegrams from members of the party were wired free of charge to KANS and were broadcast in a special 15-minute program. Given by Manager Hollister in his weekly news letter as reasons for going along were, "So the rest of the mugs can't talk about me; to take pictures; to line up talent; because the food's good on the train." Promotion Manager Phil McKnight and Chief Operator Glenn Ritter made the trip with the KANS mobile unit.

Who Is It?

BLACKETT - SAMPLE-HUMMERT, Chicago, for an unnamed client, started an eight-week test of *Dangerous Road* on WHN, New York, April 18. Program, broadcast at 9:30-9:45 a. m. (EDST), is aired Mondays through Fridays.

ACA-CBS Petition

AMERICAN Communications Assn., CIO affiliate, on April 19 filed a petition with the National Labor Relations Board for a national election covering all technical employes of CBS. The petition concerns some 210 technicians and engineers employed at stations owned and operated by CBS. It was drawn up under the supervision of Sidney Elliot Cohn, national counsel for ACA.

Pectin to Place

MUTUAL CITRUS Products Co., Anaheim, Cal. (Pectin), a seasonal user of radio, through Chas. H. Mayne Co., Los Angeles, is planning a campaign to start in midspring and continue through the fruit and berry season. A five minute dramatized transcribed program will be used on Pacific Coast and Midwestern stations. List has not been announced.

WJMC are the call letters assigned by the FCC for the new local station authorized recently in Rice Lake, Wis. [BROADCASTING, April 15].

DEBUT IN AUGUST PLANNED BY KXOK

ST. LOUIS' new broadcasting station, KXOK, which will operate with 1,000 watts full time on 1250 kc., should be ready to go on the air some time in August, according to Elzey Roberts, publisher of the *St. Louis Star-Times*. A 1,000-watt RCA transmitter and Truscon towers have been ordered, Mr. Roberts reports, and construction will soon be under way.

A construction permit was authorized by the FCC in 1936 but litigation delayed the building of the station for two years until last month when the courts finally rejected legal efforts on the part of counsel for WIL, St. Louis, to secure a reversal of the Commission's grant. In the meantime, Mr. Roberts purchased KFRU, Columbia, Mo., placing Raymond V. Hamilton in charge, with Chet Thomas as resident manager.

Mr. Hamilton who left KSD, St. Louis, in 1934, to join the *Star-Times*, will be business manager of the new KXOK. Walter E. Weiler, also formerly with KSD, will be sales manager. Active in the station's management will be John C. Roberts Jr., brother of Elzey Roberts, and the radio setup will include Elzey Roberts Jr., 17-year-old son, now in school. The junior Elzey is an amateur, operating W9QZM, which he built himself, and only last month he addressed the annual meeting of the Junior Academy of Science on "Quartz Crystals for Radio Frequency Oscillators."

ARTA Now ACA

AMERICAN Radio Telegraphists' Association officially changed its name to American Communications Association on April 15, a year and a day after ARTA, which had started as an independent organization of ship wireless operators became affiliated with the CIO with jurisdiction over the entire field of communications. Change in name was decided on at ARTA's national convention last summer as part of the new constitution, which has now been ratified by the membership. In a message to the members, Mervyn Rathborne, ACA president, stated that "28 stations have been placed under contract by the union's Broadcast Division and have increased the income of broadcast station employes by more than $50,000."

ACA in Buffalo

WGR and WKBW, owned by the Buffalo Broadcasting Co., have agreed to a labor contract with American Communications Assn., formerly known as ARTA. The agreement covering 16 men, calls for a closed shop, a 40-hour five-day week, 10% wage increase, minimum wages of $37.50, vacations with pay, automatic pay raises of $2.50 per week for each year of service and three new men to be added to the staff by May 1. The agreement followed an ultimatum to the management and narrowly averted a strike. Negotiations with Buffalo stations WBEN, WEBR and WBNY are now under way, according to ACA.

GIRLS' bowling team sponsored by WICC, Bridgeport, Conn., won the national title in the U. S. Duckpin Tournament at Richmond, Va., April 16, scoring a total of 1,729.

There's No Doubt About It—

GEORGE O. HACKETT
Market Analysis & Consumer Research
826 NEW CENTER BUILDING
DETROIT, MICHIGAN
March 15, 1938

Radio Station W W J.
Detroit News,
Detroit, Michigan.

Gentlemen:

On Monday through Friday of last week (March 7 through 11) we conducted by telephone a coincidental survey of radio listeners in metropolitan Detroit to learn which program was heard by the most listeners from 12:30 to 12:45 p.m., and 6:30 to 6:45 p.m. on those days. Our findings, on a basis of 200 phone calls at the noon hour and 800 calls at the evening hour, are reported below, by stations:

12:30 p.m. to 12:45 p.m.

WWJ	85	42.5%
WJR	19	9.5
WXYZ	6	3.0
WMBC	4	2.0
CKLW	3	1.5
WJBK	1	.5
WEXL	1	.5
Outside	1	.5
Not listening	80	40.0
TOTAL		100.0%

6:30 p.m. to 6:45 p.m.

WWJ	368	46.000%
WJR	66	8.250
WXYZ	45	5.625
WMBC	6	.750
CKLW	12	1.500
Not listening	303	37.875
TOTAL		100.000%

Total, both periods

WWJ	453	45.3%
WJR	85	8.5
WXYZ	51	5.1
CKLW	15	1.5
WMBC	10	1.0
WJBK	1	.1
WEXL	1	.1
Outside	1	.1
Not listening	383	38.3
TOTAL CALLS	1000	100.0%

Excluding non-listeners

WWJ	73.4%
WJR	13.9
WXYZ	8.2
CKLW	2.3
WMBC	1.6
WJBK	.2
WEXL	.2
Outside	.2
TOTAL	100.0%

I trust that this data will give you the information you desire, and that we may have the privilege of handling another assignment from you in the near future.

Sincerely,

George Hackett
GEORGE O. HACKETT

gob/bs

*By Actual Survey, 73.4% of Detroit's Radio Listeners were Tuned to WWJ!**

WWJ Is First in Listener Interest

DURING the week of March 7, 1938, WWJ authorized George O. Hackett, independent market analyst, to make a telephone survey of a cross section of Detroit's radio listeners. Of the 1,000 calls made, 200 were during the noon hour; 800 in the early evening. The purpose was to determine the popularity of "Bradcast", a twice-daily news feature by C. C. Bradner, originating in the studios of WWJ. The findings were astonishing. More than half the people called were listening to their radios, *and of ALL those listening 73.4% were tuned to WWJ* listening to Mr. Bradner! "BRADCAST" has *seven years* of proven popularity behind it, and is now available for sponsorship for *the first time*. Call, wire or write for particulars—AT ONCE!

**WWJ invites any advertising agency to conduct a similar survey at the Station's expense.*

WWJ

National Representatives
George P. Hollingbery Company
New York : Chicago : Detroit : Kansas City
San Francisco : Jacksonville

Propaganda Cost Is Debate Subject On Town Meeting

Flynn Argues Shortcomings; Kent Defends Broadcasts

THOUGH not mentioned by name, programs such as the symphonies sponsored by Ford Motor Co., and by cooperating American banks on the networks were cited by John T. Flynn, speaking April 18 on the NBC-Blue *Town Meeting of the Air*, to prove that "the great cost of modern instruments of propaganda has given commercial elements in our society almost a monopoly in pouring propaganda for their strange forms of culture over the minds of the American people."

Mr. Flynn, newspaper syndicate writer on economic subjects, together with Frank R. Kent, political columnist of the *Baltimore Sun*, and Prof. Hadley Cantril, of Princeton, president of the Institute for Propaganda Analysis, spoke on the subject "Is Our Public Opinion Controlled by Propaganda?" Speaking in the affirmative, Mr. Flynn took occasion to point at radio's alleged shortcomings while Mr. Kent, speaking on the other side, justified propaganda as part of the democratic process and as business' necessary self-protection against governmental propaganda financed by taxpayers' money. Said Mr. Flynn:

"A statesman or philosopher or agitator, if he is sufficiently important, can get five or 10 or 15 minutes on the radio. But not many will tune in to hear him . . . Of course, it is not the fault of the radio company if a speaker can't get himself listened to. The radio companies do, in fact, at their own cost, give the public so free a forum as this *Town Meeting of the Air*, where all sides are represented. I am speaking of those bought programs where only one side is represented, and it is always the same side because only one side has the money to buy programs.

Sunday Evening Mood

"But now see effective propaganda at work on the mass mind. There is no better time to catch the monster than on Sunday evenings. It is relaxed. It is in a benevolent mood. On Sunday evening the family is gathered in the living room when into their midst float the strains of music from a great symphony orchestra . . . then as the strains of some well-loved old song fade from the air and the family sits around, thoroughly softened up, there floats into the room and into the unguarded chambers of their minds the voice of the propagandist. For five or ten minutes the planned infection flows into the monster. It tells of the romantic saga of business, the great achievements, the massive wisdom, the matchless courage, the civilizing alchemy of the great business man as distinguished from the selfish and narrow ignorance and wickedness of the Government—the great-souled business leader compared with the small-minded and vicious senator.

"Now that costs a lot of money. It costs a lot of money for another program sent out by certain

(*Continued on page 66*)

KVOO, WAPI, Full Time

FULL-TIME operations by mid-June for KVOO, Tulsa, Okla., and WAPI, Birmingham, time-sharing stations on 1140 kc., is contemplated by virtue of approval last month of special experimental authorization to permit such operation. Jansky & Bailey, Washington, engineers for KVOO, and William B. Lodge of CBS, for WAPI, are installing directional antennas to be used at night to curb interference. KVOO will continue operation with 25,000 watts while WAPI will maintain its power output at 5,000 watts. The stations operate simultaneously day and share at night but under the experimental authority will operate full time, thus providing listeners in their service areas with full network service, KVOO being an NBC outlet and WAPI, CBS.

BRANHAM Co., radio station and newspaper representative, has issued the 15th annual edition of its New York telephone directory of advertising companies, media and representatives.

Nashville Cowboys

COLORED bandit was scared silly the other night in Nashville when confronted by a gang of cowboys. Hillbilly artists on WSM's Saturday night frolic, *Grand Ole Opry*, are "The Golden West Cowboys" whose seven members wear chaps and spurs to the show and have a habit of indulging in target practice at a nearby rifle range during intermissions. Returning to the studios, the cowboys surprised the bandit in the act of robbing a passerby. But they didn't get to shoot at him. They had emptied their guns at the rifle range.

THE SOUND film used for promotion by KOMO-KJR, Seattle [BROADCASTING, Feb. 15], recently brought eastward by H. M. Feltis, commercial manager of the stations, was televised in NBC's studios April 26.

NBC Television Broadcast Schedule To Be Enlarged for Summer Months

NBC's television schedule of two full-hour evening broadcasts weekly, which went into effect April 19, will be increased to four or five evening periods weekly during the latter part of May, according to the network's television executives. The semi-weekly schedule, originally announced for a month only, will probably be continued through the summer.

These programs, consisting of both live talent and motion pictures, include dramatic and musical productions, variety shows and educational features. Reason for the increased schedule in May is the large number of requests received by NBC from organizations, clubs and technical societies, which will witness the broadcasts in the studios during this period.

The three afternoon broadcasts weekly — Tuesdays, Wednesdays and Thursdays—will also be continued throughout the summer, it was said. These afternoon programs, also an hour each, have no entertainment value, but consist of still pictures and test charts which assist the engineers in judging quality of transmission and reception of the present equipment.

Watch Posts Abandoned

Although both technical and program departments welcome the increased schedule as an opportunity for greatly needed experimentation, the audience will be for the most part confined to NBC and RCA executives and engineers in whose homes receivers have been installed, although there is a growing audience of television amateurs who have built their own sets.

Establishment of observation posts at various points throughout the New York metropolitan area, where the public might witness television in its present state, had been discussed as a possibility for this spring, but officials said this idea has been definitely abandoned for the present. Feeling is that it would be unwise to increase public interest in television through such demonstrations until standards have been finally established and manufacturers are ready to make television receivers available to the public. From present indications it appears that the first opportunity most individuals will have to view television broadcasts will be at the New York World's Fair in 1939, when RCA plans to demonstrate television in its exhibit.

NBC's mobile television equipment, now being revised to bring it up to current standards, should be ready for experimental use about the end of May, and plans are being made for a wide variety of outdoor pickups during the summer. NBC is also redesigning its antenna array on the top of the Empire State Bldg. and is currently broadcasting with a temporary antenna on the north side of the building, limiting reception to sets to the north of the tower, as the steel and masonry serve as a shield to prevent the waves from traveling southward. As soon as work on the regular antenna is completed it will be restored to service and the station, W2XBS, will resume its normal service range of about 50 miles in all directions.

* * *

More and more selected audiences are being invited to view NBC-RCA television reception. On April 20 many stars of radio and the concert field were guests of Lenox R. Lohr, NBC president, and George Engles, vice-president, to watch a television broadcast in the NBC board room following a luncheon in the Rockefeller Center Rainbow Room. Paul Whiteman was featured telephoning to Mr. Lohr, with the latter explaining the technicalities of television broadcasting. On April 28 NBC also conducted a demonstration for Dr. James Conant, president of Harvard, Dr. Harold Dodds, president of Princeton, and Dr. Livingston Farrand, president-emeritus of Cornell, who viewed telecasts designed specifically for educational purposes.

PRAIRIE—Scene as Glenn Snyder, general manager of WLS, Chicago (holding mike), broadcast from the site of the new WLS 50,000-watt transmitter 25 miles from the Loop. In the center is Tommy Rowe, chief engineer, and on the left is John Baker, conducter of the WLS *Dinnerbell Time* program.

Ground Broken by WLS At New Transmitter Site

WLS, Chicago, broke ground for its new 50,000-watt transmitter April 12, exactly 14 years since WLS broadcast its first 500-watt signal. At a cost of $250,000 the RCA transmitter and 586-foot Truscon vertical radiator will be put in operation on Oct. 1. The site consists of a 10-acre tract at 183d St. and U. S. Highway 45, 25 miles from Chicago's Loop.

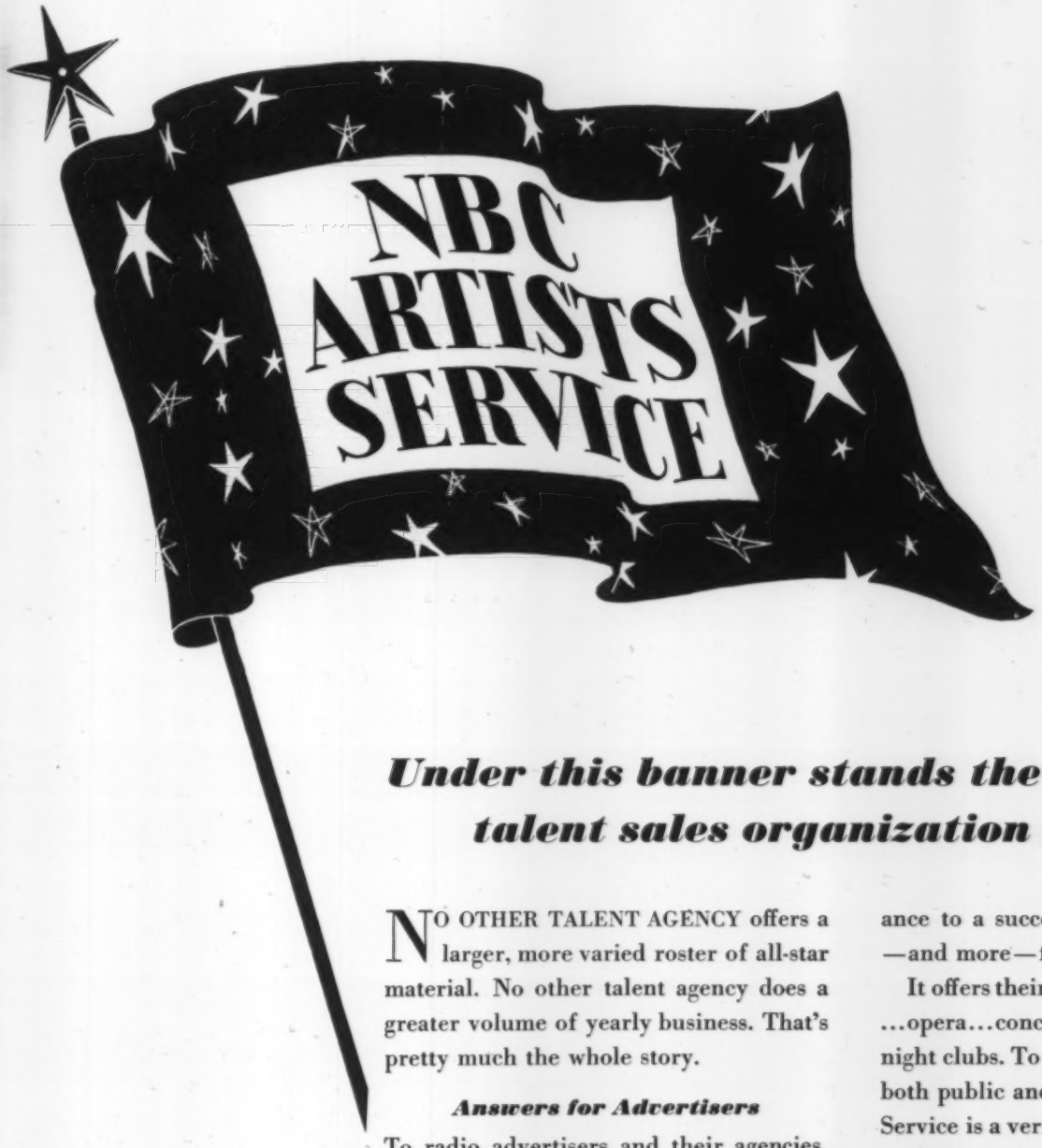
Glenn Snyder, general manager of WLS; George Biggar and Harold Safford, WLS directors, and Arthur Page, associate editor of *Prairie Farmer*, participated in the special shortwave broadcast from the transmitter site. Burridge D. Butler, owner of WLS and the *Prairie Farmer*, telegraphed greetings from his home in Arizona. During the ceremonies, 14 American elm trees were planted to commemorate each year of WLS service.

Lucky Spots Spread

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), through Lord & Thomas has added the following stations to the list of those carrying 21 spot announcements weekly: WHN WMCA WNEW WBBM WMAQ WENR KYW WFIL WJR KNX WGAR KMOX WFBR WCAE KPO KFRC KOMO KHQ WFBM WHAM WHAS KGW KPRC KTRH WBNS KOA WHO WWL WKRC KMBC WSB WFAA WBAP WBRC WMC WOAI WOW WFBL WHIO WKY WRVA WSM KVOO KDYL WJAX WGY WBEN WJSV WCCO KFYR WBT WPTF.

General Paint Plans

GENERAL PAINT Corp., San Francisco (paints), seasonal user of radio time, thru Walter Adv. Agency, Los Angeles, is planning a spring compaign to start in early May. In many instances a dealer tie-in will be used. Type of program and stations to be used have not been announced.



Under this banner stands the greatest talent sales organization in the world!

NO OTHER TALENT AGENCY offers a larger, more varied roster of all-star material. No other talent agency does a greater volume of yearly business. That's pretty much the whole story.

Answers for Advertisers

To radio advertisers and their agencies, in particular, the NBC Artists Service provides not only specific talent answers to advertisers' sales problems, but concrete program ideas with complete casting recommendations—ready to go!

Management and Booking

The NBC Artists Service offers talent both personal management and valuable guidance to a successful career. It does this —and more—for competent performers.

It offers their services to radio...theatre ...opera...concert...motion pictures and night clubs. To all types of entertainment, both public and private, the NBC Artists Service is a veritable gold mine of talent.

All these services are interpreted by a specialized personnel whose combined theatrical experience and advertising background promote an intelligent liaison between talent and talent buyers, maintaining always a sense of balance between the artistic and the practical. NBC Artists Service is just one of the many reasons why NBC is

"Broadcasting Headquarters"

NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE

Cheyenne Hearing Reopened by FCC

Dill Appeals Asking Court to Block Ruling by the FCC

FURTHER litigation in the so-called Cheyenne case, involving the application of a new 100-250 watt station on 1210 kc. in the Wyoming city by Paul R. Heitmeyer, manager of KLO, Ogden, Utah, is in prospect following action of the FCC April 20 reopening the case for a new hearing along with two new competitive applications.

The U. S. Court of Appeals of the District of Columbia, in the first of a series of reversals of FCC decisions, several months ago, handed down a stinging opinion reversing the FCC's denial of this application. The FCC on March 2 vacated its denial, but now has reopened the case "de novo," or anew; which in effect vitiates the court's action, it is contended.

Former Senator C. C. Dill and James W. Gum, counsel for Heitmeyer, on April 27 filed a "show cause" motion with the court on the new FCC action, viewing it as a "refusal" of the FCC to carry out the tribunal's mandate of reversal. Senator Dill pointed out that by such tactics the applicant though successful in the court, is put to additional expense and forced to fight new applicants not parties to the original proceeding, and the city is denied the radio facilities and service to which the court has held it is entitled.

In their motion, Senator Dill and Mr. Gum, referring to the FCC hearing order, said:

"This order is not in conformity with the court's opinion. Instead, it circumvents and negatives the judgment of this court. When the Commission failed to apply for a writ of certiorari, the decision of this court became a final judgment. * * The Commission then had but one duty, namely, to carry out the order of the court. Instead, it has attempted to create a new case with new parties.

"By what right or authority 'in conformity with the opinion of this court' does the Commission attempt to compel this appellant to contest with new parties in order to secure basic findings of fact, correct grounds for decision, and a final order on the record of his own case."

Hearings Grouped

In ordering the rehearing upon recommendation of its law department, the FCC simultaneously ordered consolidated with it the applications of Frontier Broadcasting Co. for a new station in Cheyenne on 1420 kc. with 100-250 watts power full time, in which Rev. S. H. Patterson, now manager of KGGC, San Francisco, is the principal, and of Cheyenne Radio Corp., in which the two newspapers in the city are the principals, seeking the same facilities as involved in the Heitmeyer application. The FCC also denied the petition of Heitmeyer for a decision on the record requesting it to "make final decision on the record as it now stands by preparing corrected findings of fact and conclusions of law and a new decision."

Presumably in line with the recent court ruling in the so-called "El Paso" case in which the court jolted the FCC on its procedure [BROADCASTING, April 11, the FCC last month modified its hearing notices to include the new issue of determining whether adequate commercial support and talent for programs will be available for proposed new stations. In this case the court held that hearsay testimony was not admissible, but had to be factual so that opposing applicants would have opportunity to examine witnesses.

The action puts an added burden upon all applicants before the Commission, because where formerly one witness could testify before the FCC on all such matters, it now appears likely that actual "expert" testimony, based on fact, must be provided.

Avalon Schedule

WILMINGTON Transportation Co., Avalon, Santa Catalina Island, Cal., to publicize the advantages of the island as a summer resort, on May 23 will start for six weeks a five-weekly quarter-hour program, type and title of which have not been announced, on 4 CBS California stations (KNX, KARM, KSFO, KROY) plus KOY and KGAR. Following the June 30 broadcast KOY and KGAR will be dropped from the list. From Aug. 1 to Sept. 7, the programs will be heard on KNX only. Agency is Neisser-Meyerhoff, Los Angeles.

CBS NET BOOSTED FOR THREE MONTHS

CONTINUING the upward trend shown in its annual report for 1937 [BROADCASTING, April 15], CBS on April 21 reported to its stockholders that its first 13 weeks of operation ended April 3 showed a net profit of $1,494,980.09. This compared with $1,319,426.37 for the same period of last year.

Gross income of the first quarter of this year from the sale of time, talent and wires amounted to $9,984,344.99 from which are deducted $2,985,571.48 for time discounts and agency commissions. This compares with $8,595,533.57 and $2,576,051.32, respectively, for the first 13 weeks of last year.

Operating expenses of CBS during the first quarter of this year ran $3,670,877.32 while selling, general and administrative expenses totaled $1,377,754.68. This total of $5,048,632 compared with $4,300,966.50 for the same period last year. The quarterly report showed CBS charged off $139,367.86 for depreciation and set aside $324,524.76 for Federal income tax, including surtax of $40,537.35 for 1937 and $44,974.81 for 1938.

Slade in New England

D & L SLADE Co., New York (spices), early in May will start a schedule of one and two-minute spot announcements on two New England stations, offering premiums of silverware in return for bottle-caps. Agency is H. B. LeQuatte Inc., New York.

WILLIAM S. PALEY's annual report as president of CBS [BROADCASTING, April 15] was inserted in full text in the *Congressional Record* of April 14 by Senator Bone (D-Wash). The Senator, chairman of the radio subcommittee of the Senate Interstate Commerce Committee, stated that he considered the address of great interest to the "army of radio listeners in the United States."

RADIO VS. READING

Mosely and Kent Informally Discuss Merits

RADIO and the press had a quiet argument when Columnist Frank R. Kent gave his opinion of reading on the back cover of *Readers Digest* for April. Wrote Mr. Kent, "Anything that can be done to dispel the clouds of mental confusion and promote clarity of thought is a distinct national service. Now if there is a more effective way to achieve these things than the cultivation of the popular taste for good reading, it has not yet been suggested."

Harman I. Moseley, of WAIR, Winston-Salem, N. C., took issue with Mr. Kent's statement and argued that radio "has raised the cultural standard of the world in 15 short years as much, or more than, anything else." To which Mr. Kent replied, "There is a good deal in what you say about the radio, but I do not know that I entirely agree. It is not a subject that can be debated in a letter but if we ever run across each other, it would be pleasant to have a discussion."

Olive Fund Planned

CALIFORNIA Olive Assn. has named Lord & Thomas, San Francisco, to handle its advertising. Present plans call for expenditure of about $100,000 per year for the next three years in industry advertising, according to Everitt W. Hogle, secretary-treasurer. Radio will figure in the advertising campaign it is believed. The association was organized in 1920, but has not been engaged in extensive advertising since 1928.

Spud Places Spots

AXTON-FISHER Tobacco Co., Louisville, Ky., (Spud cigarettes), on May 2 starts a campaign of one-minute RCA transcribed announcements on stations in about 12 cities. At least two stations will be used in each city, and as many as three and four in some cities. Agency is Lawrence C. Gumbinner, New York.

NEW FACES—At KTSA, San Antonio, are (l) William C. (Buster) Bryan and (r) Rex Pries, with General Manager George W. Johnson in center. Mr. Bryan left KFI, Los Angeles, to return to his home town as program director of KTSA, succeeding Paul Girard, transferred to WBAL, Baltimore, to take the place of Gustav Klemm. Mr. Pries is new musical director, having been in band work for the last eight years. Trudy Wood (Mrs. Bryan), has also joined KTSA as a featured singer; she formerly was featured on the Packard-Fred Astaire show and sang with the Jimmy Grier and George Hamilton bands.

Cooperative Drive For Radio Buried

RMA Plan Is Dropped But NAB Proposes Own Project

PLANS for a $1,000,000 cooperative promotion campaign for the radio industry were dropped April 21 by the Radio Manufacturers Association. A separate project, sponsored by the NAB, is declared to be in prospect.

Radio Manufacturers Association, National Association of Broadcasters and Edison Electric Institute were the three groups which proposed to unite on the institutional promotional movement. At the meeting called in New York April 21, only the RMA was represented by a duly authorized committee. Neither NAB nor Edison Electric sent representatives empowered to act, although the broadcasting industry was represented by the networks. In behalf of NAB it was stated that no concrete plan had been offered in advance of the meeting. As part of its reorganization process, it was added, the NAB plans to initiate its own project and invite cooperation of related industry groups.

Desirable—But!

The dozen in attendance agreed the plan was desirable but it was withdrawn by RMA, which projected it, because of the apparent lack of interest of the other trade groups it was said.

The meeting was called by Bond P. Geddes, executive vice-president of RMA, upon authority of his board of directors. He outlined a four-point plan under which the three trade groups would contribute to a fund of between $750,000 and $1,000,000, with broadcast stations to donate their portion in time. RMA and EEI were to contribute between $250,000 and $300,000 each for the all-industry effort. It involved not only use of time but also newspaper, magazine, trade journal, dealer aid and other methods.

The four-point plan proposed (1) to sell the program service of broadcasting to the nation on a more effective basis; (2) to promote more hours of listening and more sets in homes: (3) to promote the quality of reception by improvement of both transmitting and receiving equipment; and (4) to promote broadly the public service aspects of broadcasting in the educational and cultural fields.

Attending the sessions in addition to Mr. Geddes were Fred A. Willis, assistant to the president, and Victor Ratner, sales promotion manager, CBS; Wayne L. Randall, director of publicity, and E. P. H. James, sales promotion manager, NBC; Robert A. Schmidt, sales promotion manager, Mutual network; Joseph Creamer, sales promotion manager, WOR; Frank Mullen, public relations director, RCA; Oswald F. Schuette, Washington representative, RCA; Tom F. Joyce, advertising and sales promotion manager, RCA Mfg. Co.; John R. Howland, Philco; Dr. W. R. G. Baker, vice-president, and E. H. Vogel, radio sales promotion manager, General Electric; Paul S. Ellison, sales promotion manager, Hygrade-Sylvania; O. H. Caldwell, former radio commissioner and editor of *Radio Today*.

When you install new equipment to increase antenna efficiency, be sure that you get results you expect. Such assurance can be based only upon experience and a record of performance. Blaw-Knox has been building antennas since 1912; its leadership in the field of radio covers this industry's entire history. Having pioneered the vertical radiator, having unequaled facilities for research, design, and construction, knowing the possibilities, limitations, and specialized uses of every type of vertical antenna . . . Blaw-Knox fully justifies complete confidence in *results*. Your antenna equipment involves only about 15% of your total investment. Give the other 85% a chance to perform.

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VERTICAL
RADIATORS

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
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Offices in New York, Chicago, Philadelphia, Birmingham, Detroit

Keeping a Check On Achievements Of the Salesmen

Ralph Brunton Devises Unit System of Effectiveness

A UNIQUE and effective system of determining how good a selling job is being done by the sales staff, as well as aiding salesmen in keeping check on their weekly and daily sales of sponsored programs and announcements, has been started by KJBS, San Francisco, and KQW, San Jose, Cal. Under the plan all programs and announcements are reduced to standard units, rather than dollar values, according to Ralph R. Brunton, general manager of the stations and author of the plan.

Mr. Brunton

Each salesman is credited with his daily total of units sold. Daily unit totals are divided by total number of units available for sale, to determine percentage of units sold.

How It Operates

Effectiveness of the selling job can be determined as follows:

If dollar volume for a given month is 20% over a year ago, and a 25% increase in rates has become effective in the interim, the unit system reveals that a poorer selling job has been done.

In arriving at a working basis, each hour of broadcast time was divided into 12 units, as the KJBS-KQW announcement schedule is designed to make 12 announcements available in each hour, one announcement every five minutes. Therefore, each paid announcement, time signal, station break, weather report, etc., regardless of length or cost, is equal to one unit.

Other units are awarded in the following manner:

5-Minute programs	1 unit
10-Minute programs	2 units
15-Minute programs	3 units
30-Minute programs	6 units
60-Minute programs	12 units

In compiling the unit report, it often is possible to get more than 12 units in a given hour, for instance:

Time signal on hour	1 unit
Four quarter-hour programs	12 units
Three station breaks	3 units
Total	16 units

Such crowded broadcast hours, however, tend only to balance the sustaining periods of the schedule.

In making up the unit reports for KJBS, the broadcast day is divided into two parts—the *Owl* schedule, from 12 midnight to 6:30 a. m., and the *Day* schedule, from 6:30 a. m. to local sunset or sign-off. This is because the *Owl* rates are just one-half of the regular day rates.

For stations where the broadcast day has rate changes for different hours, it is suggested by Mr. Brunton that a separate report be made for each rate period of the day. In compiling unit reports for KQW, it has been found advisable to break down the report according to local, regional and national.

Guestitorial

Radio Is a Business

JAMES L. HOWE
Production Manager
WLVA, Lynchburg, Va.

EVER since radio's infancy there has been a persistent campaign *against* "the goose that lays the golden eggs". There are all too many radio listeners who still turn off their sets when commercial copy comes on the air, who still say resignedly, "Well, we'll wait 'till that's over."

Some of that feeling is due, without doubt, to excessive and poorly written copy, but all too much of it is built up by the radio industry itself. Station program heads still hate to see their artistic genius spoiled by sordid sales copy.

Radio columnists still love to extol the virtues of talent, and excoriate commercials. Perhaps it's because so many program men and columnists have come into radio from the theatre and the music world that this "art for gosh sakes" attitude is so prevalent. Whatever the cause, we in the radio industry are allowing that feeling to show, and it is causing an adverse reaction on the part of the radio listening audience. We need to change our own attitude, and then to change the attitude of our public.

Love and Laxatives

Commercial copy is nothing to be shunned. Radio is a business as are magazines, newspapers, and billboards. The public buys magazines, and never squawks because its favorite stories are flanked by chewing gum advertisements and cigarette testimonials . . . and many a love story runs right into a laxative lay-out. They read newspapers regularly, even though they often have trouble telling a "biliouscure" from an authentic news story. They travel the highways regularly and derive pleasure from it, even though they are faced with squalling infants and happy quintuplets on every curve.

Why should radio be picked, of all the advertising mediums, to have such a row made over the advertising that supports it . . . and by men whom the industry is supporting? Commercial copy has an integral place in radio program presentation. It is stupid to be apologetic for the fact we are telling our listeners about products and services just because it isn't an artist singing, an orchestra playing, or an "Uncle Jim" telling bedtimes tories.

A good public relations job should be done to convince radio listeners that radio is of value to them, not only as an entertainment medium, but as a medium that brings them news of commodities and services they can avail themselves of, to their advantage. Radio stations themselves should do their part. Commercial copy should be given the attention talent receives. It should be written by men and women who *know* the products and services about which they write. It should be woven integrally into the program. Too much is "sneaked in" between talent presentation with the air of apologetically saying, "We'll hurry and get this over with folks. We know you'd rather listen to Miss Highnote, but after all, you know . . . our sponsor must be humored."

No company would send a salesman to see a client so ill-informed about his product, nor with such an attitude toward it. Why let an air salesman talk to thousands of clients in such a manner? First, give more importance to radio advertising copy . . . plan it as an integral part of the program . . . be proud of it . . . and then let the public know how you feel.

Radio operates under the most strict advertising supervision of any medium. It's skirts are far cleaner of misleading and repugnant advertising than other mediums which also go into the home. Let our listening audience know that fact . . . and know that radio commercial copy has a message of importance and value to them.

This current "armament race of talent" is fine for the columnists and program artists . . . but if we don't soon give "the goose" the consideration she deserves she'll lay an egg that won't be golden. After all . . . radio *is* a business.

Empire State Test

NEW YORK STATE Publicity Bureau is using WGY, Schenectady, for a series of 12 programs promoting the state for tourists and vacationists. Robert Wilbur of the station's news staff is the "Empire State Traveller." Lithgow Osborne, commissioner of the New York State Conservation Department, appears on the programs. Agency is Kelly, Nason & Winsten, New York.

Chesebrough to Return

CHESEBROUGH Mfg. Co., New York (vaseline products), which sponsored *Dr. Christian*, dramatic serial on CBS from Hollywood, will start a new program on that network in September. Jean Hersholt, film actor, who was featured in *Dr. Christian*, has been signed for the fall show. Agency is McCann-Erickson, New York.

KMBC Bans Beer

KMBC, Kansas City, announced April 26 that effective immediately no advertising of beer or light wines will be accepted. Heretofore the station's policy has been to accept advertising of the lighter alcoholic beverages after 10 p. m.

STATIONS IN OHIO PLAN SALES CLINIC

TO CREATE "better salesmanship" in the sales organizations of stations in Ohio, the Ohio Broadcasters Association will hold a one-day "Sales Institute" in Akron May 14, with Fred Bock, sales manager of WADC, as chairman. Staff salesmen of Ohio's stations, rather than executives, have been invited.

Pointing out that good salesmanship is important in any business, Mr. Bock said stations generally are in need of better salesmanship. The industry, instead of procuring men trained in radio ways, is forced to draw recruits from other fields. These men, he declared, have been "hungry for the opportunity to associate with people in their own line of business."

While there have been meetings of sales managers, these have been of only indirect benefit to the salesman, said Mr. Bock. He always has stayed at home getting his story second hand from his chief. "In this meeting" he said, "we propose to give Ohio salesmen the direct benefits of a meeting arranged for them. We intend, now and from time to time, to offer to them the benefits of the experience and knowledge of some of the country's leading authorities in the fields of advertising, selling and broadcasting."

Speakers will include John J. Karol, CBS research director, who will discuss summer broadcasting, and Dr. H. H. Maynard, of Ohio State University, who will speak on "Effective Selling of Radio Advertising," and G. F. Willman, sales and advertising consultant of Chicago. The Institute was authorized by the Ohio Association, and J. Harold Ryan, head of WSPD, and president of the group, named Mr. Bock chairman.

KECA Shift Would Give San Diego CBS Outlet

SHOULD the FCC approve the sale of KECA by Earle C. Anthony and its transfer from Los Angeles to San Diego, Cal., the station will become a third outlet and a third network affiliate in that city. This involved deal hinges on the FCC's approval of the Hearst Radio Inc. sale of KEHE, Los Angeles, to Mr. Anthony for $400,000 and the latter's disposal of KECA to Warren B. Worcester of San Diego for approximately $100,000. [BROADCASTING, April 15].

The network affiliation is reliably understood to involve CBS, which has long desired a station in the San Diego territory now dominated by NBC and Don Lee-Mutual Broadcasting System through their affiliates KFSD and KGB. Bearing on the reported tie between Mr. Worcester and CBS is the understanding that the network has abandoned its policy of depending upon powerful stations for large area coverage for one of local calibre. The network has been unable to get a San Diego release locally because of the turn-down by the FCC of applications from that city for additional broadcasting facilities.

NBC-BLUE, CBS and Mutual will carry the address of President Roosevelt on May 2 from Washington to the American Red Cross convention in San Francisco.

BOASTING?

WE HAVE . . .

Exclusive franchise for baseball broadcasts in Fort Worth . . .

WE GIVE . . .

United Press News, *OF* the hour, *ON* the hour, *EVERY* hour . . .

WE OFFER . . .

The LOWEST coverage cost per capita in this market . . .

WE HAVE . . .

No CHAIN affiliations . . .

WE ARE . . .

The SMALLEST in *POWER*, among Fort Worth's stations . . .

THE ANSWER . . .

KFJZ carries . . .

MORE LOCAL ADVERTISERS THAN ALL THE OTHER STATIONS COMBINED!

KFJZ

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FORT WORTH, TEX.

The future is purchased by the present.

SAMUEL JOHNSON; 1709-17

Every station listed here knows t to
selling power. ● Each station plots p
its news and sports and novelties, win
for both its audience and its ertis
results, market by market, they war
present performance, have purced

WSB	Atlanta	NBC
WAGA	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB	Boston	MBS
WNAC	Boston	NBC
WICC	Bridgeport	NBC
WEBR	Buffalo	NBC
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KVOD	Denver	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	MBS
WTMJ	Milwaukee	NBC
KSTP	Minneapolis-St.Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW	Portland, Ore.	NBC
KEX	Portland, Ore.	NBC
WEAN	Providence	NBC
WRTD	Richmond, Va.	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

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Radio and News

THOUGH lingering antagonism toward radio was discernible among the Associated Press membership when it voted down proposals to sell AP news for sponsored broadcasts, it is significant that the old intense bitterness toward radio generally was lacking during the several conventions of editors and publishers in latter April. We need not go into the merits of the AP decision not to enter the radio field; the prevailing argument that sponsorship of news *might* alloy its "purity" has been disproved by the experience of the last three years. As far as broadcasting is concerned, it has plenty of sources of news to draw from without AP—what with the excellence of the services of INS, Transradio and UP, the development of its own local news-gathering setups and the cooperative tie-ups with local newspapers which are allowed to furnish AP news on a nonsponsored basis.

Aside from the keen interest displayed by publishers in the several facsimile exhibits at their ANPA convention, and the apparent realization of many that the press must be handmaiden to radio in resisting censorship, it was also gratifying to note the attitude of the newspaper editors at their Washington convention. As reported elsewhere in this issue, they distinctly opposed placing radio in a separate class from news photographers in the courtroom. The majority sentiment was that if the trial judge should determine in his discretion whether to admit photographers, the same discretion should extend to the admission of "sound registering devices," meaning radio as well as sound films. There was little dispute on this score despite the obviously antagonistic wording of the press-radio-bar committee's report, drawn up without even consulting anyone representing radio.

Musicians: Part II

WITH LITTLE fanfare and a notable absence of intrigue, independent broadcasters have succeeded in working out with the American Federation of Musicians an agreement covering the reemployment of musicians. The contract follows closely the agreement made by the network affiliates several months ago. Based on that agreement, it appears to be equitable, and certainly the smallest units are cared for in a favorable way.

From the start, we have taken the position that the musicians' demands thrived because of a deplorably weak broadcasting front. The pill was a bitter one. The affiliates were forced to compromise on a basis favorable to the musicians because of the threat of stopping broadcast operations. They did the best they could under the circumstances. The independents have done the same.

It is significant that the independents, under the leadership of an executive committee headed by Lloyd C. Thomas, of WROK, Rockford, Ill., effected an arrangement without strife. It is even more significant that the NAB collaborated all down the line, and is footing the bill. It will be recalled that the outbreak of the musician controversy last year resulted in the reorganization of the NAB because, under the old regime, its directing heads held the trade association could not identify itself with "factional" disturbances within the industry.

In these days of threats to democratic ideals, it is refreshing to note that President Roosevelt once again alludes to radio as a factor "of utmost importance" in the maintenance and preservation of our constitutional guarantee of free speech in his letter to CBS. That certainly doesn't smack of censorship or "gagging" of the microphone.

Regulatory Travesty

THE IMMEDIATE outlook for radio is anything but rosy. Aside from the rather ominous business shadow, the regulatory scene becomes increasingly turbulent, with an unavoidably depressing effect on the industry.

The problem of radio regulation, fundamentally, is not complex. It has been confused by an accumulation of misinformation, muddled thinking, amateur legal "brain-trusting", high-powered political and publicity maneuvering, and a sand-lot species of Federal supervision in which an apparent overzealousness to do the spectacular has resulted in neglect of essential routine.

In all the hubbub about investigations, monopolies, policies, profits and programs, several elementary considerations have been overlooked. For example, it is elementary that broadcasting is a business. And it is generally conceded that American broadcasting is unexcelled in the world. As a business, it is entitled to a profit. The degree of that profit (or loss in many cases) should be immaterial, just as the profit earned by a newspaper or a department store or a law practice. Federal, State and local taxes apply to all alike, so that Government gets its share.

The public pays nothing for broadcast service. The radio advertisers pay only so long as they get value received. Rates are not regulated for advertisers in any other field, whether printed page, billboard, car cards, or direct-mail. And keep in mind the newspapers and magazines get something of a concession, equivalent to the broadcaster's franchise, in a second-class mailing privilege that costs Uncle Sam some $90,000,000 annually! This was granted early in the life of the Republic because of the contribution made by the press to the welfare and enlightenment of the people. Does anyone gainsay radio's contribution to the nation's welfare at least parallels that of the press?

Serious question exists as to the propriety of governmental regulation beyond the function of ether "traffic cop." Once an applicant qualifies under the law, he should be free to use his franchise without restraint, so long as he observes fundamental precepts of service, decency and fair play. Government regulation admittedly has gone far beyond that point. Yet, in the revision of the present law that is bound to come, next year if not this, consideration may be given to this basic factor. The rights of free press, free speech and free assembly are Constitutional guarantees. They should not be overlooked in radio.

Many abuses have sprouted in radio regulation. Broadcasters, after an era of rampant politics and wire-pulling, have become gunshy. They know their rights but they are wary about asserting them for fear of reprisal, for they have seen defiance dealt with in rough fashion.

* * *

About the worst of the current abuses is the FCC practice of penalizing stations because of "informal" complaints which are thrown into the hopper even before an investigation is made. A post-card from a listener or a letter from a crank appears to be sufficient ground for the FCC law department to recommend a temporary license. And strangely enough, the Commission, even after a series of stinging rebukes from the courts, blandly rubberstamps the recommendations of its attorneys.

On practically every "decision day", there are a series of temporary license extensions, based on unverified complaints. Such FCC action seemed indefensible when it was learned that in one case a station was given a temporary license three months ago because of a complaint in which the listener couldn't identify the station positively but "thought" he had the right one. It developed afterwards the station had not even broadcast the program. Then it took the law department several weeks to clear through its "correction" of that obvious error. That is only one of a score of recent citations. In each instance the station is placed under a cloud, which its competitors may use to advantage.

These and other slipshod and palpably unfair tactics emphasize the need, not for castigation of an industry that is performing a meritorious service, but for a housecleaning in the FCC. The courts have jolted the Commission with consistent regularity in recent months. That, at least, should awaken it to the need of taking a self-inventory before throwing too many rocks at those it seeks to regulate for the benefit of 130,000,000 American listeners who haven't yet uttered anything resembling a general complaint against Radio by the American Plan.

We Pay Our Respects To —

DONALD WAYNE THORNBURGH

HE LIVES for today and builds for tomorrow.

This in a few words describes Donald Wayne Thornburgh, the astute, dignified Columbia Broadcasting System vice-president in charge of Pacific Coast operations who makes his headquarters in Hollywood. For his life is largely his work and he is modest about his achievements.

One of the outstanding figures in the spectacular growth of Hollywood as an important radio center, Don Thornburgh is directly responsible for the extensive new CBS developments which have occurred on the Pacific Coast during the past year. It was under his guidance that the network has erected its new $1,750,000 Hollywood studio building and constructed offices and studios in San Francisco which are shared with its affiliate station, KSFO in that city.

Like many in the industry, Mr. Thornburgh entered radio by chance. He was successfully operating his own business as a Chicago broker of building specialties in 1930 and had established an enviable reputation as an executive who knew the value of advertising from the merchandiser's point of view. It was this reputation which led directly to his first job in radio —manager of the Chicago office of Cosmos Broadcasting Co.

In July 1930 when the manager of Cosmos was being transferred to New York, he asked Mr. Thornburgh to take over the Chicago post. It was a great opportunity to help build a new industry, but Mr. Thornburgh was at first reluctant to take over the job. However, he was induced to go to New York to inspect the organization there. Cosmos and CBS worked in close harmony. Cosmos was producing and selling its own programs, CBS releasing them through its network facilities. The future of radio must have looked bright to him because later that month Mr. Thornburgh became head of the Cosmos Chicago office.

In his new position, he was brought into direct contact with Leslie Atlass, CBS Chicago vice-president. And it was later in the same year that Mr. Atlass persuaded Mr. Thornburgh to join the sales staff of CBS. His earlier experiences as an advertising and sales executive helped him translate the advertiser's message into radio campaigns. That clicked and he brought CBS such nationally known accounts as Pillsbury Flour Mills Co., Pet Milk Sales Corp., General Mills Inc., and Stewart-Warner Corp.

Those four years in radio sales were highly successful for the future CBS executive, but 1935 was the memorable one for him. For in that year he was appointed assistant to Mr. Atlass and was placed in charge of the operation of WBBM. It was the final link in a long chain of experiences which made Mr. Thornburgh the logical choice to head the Pacific Coast division of CBS which was soon to be expanded.

"It was the finest experience in the world," Mr. Thornburgh declares. "I don't believe there is a better school anywhere for learning the radio business, inside or out, than working with Leslie Atlass. Other graduates of this same school are Jack Van Volkenburg, former manager of KMOX and now assistant to Mr. Atlass in Chicago; James D. Shouse, vice-president and general manager of WLW; Kelly Smith, manager of radio sales for CBS and Merles S. Jones, general manager of KMOX, St. Louis."

Coincident with Mr. Thornburgh's appointment as Mr. Atlass' assistant, CBS expansion on the West Coast was going ahead with amazing rapidity. KNX, Hollywood, had been purchased outright and KSFO, San Francisco, had been added to the increasing list of affiliated stations on the Pacific Coast. A few big name radio entertainers were already broad-

(*Continued on page 63*)

PERSONAL NOTES

HOWARD L. CHERNOFF, for many years in editorial and advertising work with newspapers in Ohio and West Virginia, has been appointed assistant general manager of the West Virginia Network, comprising WCHS, Charleston; WPAR, Parkersburg, and WBLK, Clarksburg. He will headquarter at WCHS, serving under John A. Kennedy, general manager of the network and the three stations and publisher of the *Clarksburg Exponent*. Until recently he was head of the advertising department of the Clarksburg newspaper.

EARL M. POLLOCK, former commercial manager of KDB, Santa Barbara, Cal., has been appointed manager to succeed Don Hastings, resigned. Announcement was made by Lewis Allen Weiss, general manager of the Don Lee Broadcasting System, Los Angeles, which owns and operates the station. He is the son of James F. Pollock, Scripps-Howard Newspapers executive. Prior to entering radio he was with the *San Diego* (Cal.) *Sun*; *Los Angeles Post-Record* and *Monrovia* (Cal.) *News-Post*. Bill A. Skaggs, former KDB account executive, has been named commercial manager.

DR. IRVIN STEWART, former FCC vice-chairman, now secretary of the Committee on Scientific Aids to Learning in New York, addressed the American Society of International Law in Washington April 29 on "Some Administrative Aspects of International Broadcasting."

MAJ. GLADSTONE MURRAY, general manager of the Canadian Broadcasting Corp., and Alan B. Plaunt, CBC governor, were in Washington April 23 to confer with officials of the FCC.

W. K. BAILEY, former commercial manager of WAAW, Omaha, has been named manager of KBIX, Muskogee, Okla.

GEORGE A. TAGGART, who has been on loan from the CBC to the British Broadcasting Corp., returns to Canada in May. He was manager of CBL, Toronto, before sailing for London three months ago. Laurence Gilliam, BBC exchange for Taggart, is returning to London. The plan of exchanging top ranking CBC personnel with the BBC is to continue, it is understood in Ottawa.

CARL J. BURKLAND, sales manager of WCCO, Minneapolis, recently addressed a meeting of the Manufacturers and Wholesalers Assn., Mankato, Minn., on merchandising radio programs.

W. C. ANDERSON has been appointed acting manager of CBO, Ottawa, succeeding Peter Aylen, recently transferred to CBL, Toronto.

M. W. KEMPTHORNE, former credit manager of Graham Paige Motors Corp., has been named secretary-treasurer of CKLW, Windsor-Detroit. Williard C. Webster, formerly of Modern Outdoor Advertising, has joined the CKLW sales staff.

DON BURTON, owner of WLBC, Muncie, Ind., whose hobby is sports broadcasting and who handled 114 local basketball games last season, was honored with a special "M" by local scholastic sports officials at their annual banquet in April.

PAUL THOMPSON, commercial manager of KELD, El Dorado, Ark., is the father of a baby boy born recently.

H. R. CARSON, managing director of All-Canada Radio Facilities Ltd., Calgary, Alta., arrived in Hollywood April 25 on a business trip.

CALVIN AUSTIN, formerly on the sales staff of NBC-Chicago, later with Blackett-Sample-Hummert, on May 2 will join the Chicago staff of Atlas Radio Corp.

COL. THAD H. BROWN, member of the FCC, who in addition to his regular duties is in charge of the Great Lakes Radio Survey, was heard over NBC-Blue Network April 21 in an address delivered before a banquet of the Ohio Society of New York at the Pennsylvania Hotel. His subject was "Our Inland Seas".

MERLE TUCKER, formerly with Texas stations, is now on the commercial and program staff of KSAL, Salina, Kan.

J. BERT MITCHELL Jr., former manager of KPLT, Paris, Tex., has been named manager of KGKL, San Angelo, Tex. Earle Yates, former manager of KGKL, has joined KXYZ, Houston.

DANIEL M. WELDON has joined the San Francisco sales staff of NBC.

CHARLES E. OTTO, formerly with the market research department of Kroger Grocery & Baking Co., Cincinnati, has joined the sales staff of WSAZ, Huntington, W. Va.

J. ROY McCLENNAN is leaving his post as manager of WSAL, Salisbury, Md., to open an advertising and talent agency. Frank Stearms, WSAL licensee, will take over his duties.

DON E. GILMAN, NBC western division vice-president, Hollywood, who suffered a severe attack of appendicitis April 11 in Phoenix, Ariz., has returned to his desk. An operation was not necessary.

S. C. VINSONHALER, manager of KLRA, Little Rock, and Mrs. Vinsonhaler, are the parents of a 9 lb. 1 ounce daughter born March 12.

GLADYS HALL, secretary to Harry Butcher, CBS Washington vice-president, is back at her desk after an illness in Garfield Hospital, Washington.

MARION A. MULRONY, manager of KGU, Honolulu, arrived in Los Angeles in early April on a combined business and pleasure trip on the Continent.

JACK CHAILLE, formerly of the sales and merchandising staff of General Mills, and later with Gene Furgason & Co., Chicago, has joined the sales staff of WCFL, Chicago.

DOYLE J. OSMAN, new to radio, has joined KMPC, Beverly Hills, Cal., as account executive.

HARRY WITT, CBS Southern California sales manager, was guest speaker at the occupation conference of the University of California, Los Angeles, on April 13.

E. P. H. JAMES, sales promotion manager of NBC, will speak at the annual convention of the Lithographers National Assn. to be held at Hot Springs, Va., May 10-12.

WILLIAM DAVIDSON, formerly of KMTR, Hollywood, and Willard Brink, new to radio, have joined KRKD, Los Angeles, as account executives.

LLOYD C. THOMAS, manager of WROK, Rockford, spoke April 28 before the Kiwanis Club of Davenport on "The Romance of Radio".

PAUL M. HARLAN, who resigned from M. E. Harlan Advertising, San Francisco, has joined Western Newspaper Union in that city.

ARTHUR RUSH, managing director of Columbia Management of California, Hollywood talent agency, has returned following a minor operation.

W. RALPH DANIEL, for 10 years with Electrolux Inc., has been appointed sales manager of Morner Productions Inc., Radio Productions, New York.

ED SPENCER, of George P. Hollingbery Co., New York, is the father of a baby girl born April 21 at Lawrence Hospital, Bronxville.

XUM

BEHIND the MIKE

J. OREN WEAVER, news editor of WBBM, Chicago, addressed the Medill Press Conference sponsored by the Northwestern U. chapter of Sigma Delta Chi, journalism fraternity, April 29. On May 6, Weaver will address the Illinois Community Newspaper short course at Illinois U. His topic will be "Radio, the Press and Free Speech."

GENE HALLIDAY, musical director of KSL, Salt Lake City, has been chosen by Salt Lake Local 104, of the American Federation of Musicians, as its delegate at the Tampa convention June 13.

DICK BERTRANDIAS, of the NBC San Francisco publicity staff, gave a pint of blood recently to save the life of the mother of Janet Baird, network commentator. The aged woman was ill with pneumonia at the Peralta Hospital, Oakland.

LEON SIPES, assistant manager and chief announcer of KELD, El Dorado, Ark., is the father of a baby boy born recently. Charlie Mathis, KELD announcer, has returned to his work following an illness from influenza.

DAVID PASTERNAK, continuity chief of WIL, St. Louis, is the father of a baby girl born recently.

NICK POROZOFF, student of Washington U, has joined KVI, Tacoma, as part-time announcer.

BILL SCHWARTZ, publicity director of KFWB, Hollywood, has been made aide to Manning Ostroff, production manager. Jules Buck has taken over the publicity assignment.

JOE WALTERS, announcer of KSFO, San Francisco, and Mary Ellen Herrick, radio actress, were married in San Francisco April 10.

RALPH HURCOMBE, formerly of CHML, Hamilton, and CKTB, St. Catharines, has joined the announcing staff of CFCO, Chatham, Ont.

FLOYD FARR, assistant production manager, and Elwyn Quinn, announcer of KDYL, Salt Lake City, have received student pilot's licenses.

MRS. R. B. BASHAM, known in the Antipodes as "Aunt Daisy" will arrive in Los Angeles May 2 for a stay of two weeks enroute to the Glasgow Exhibition to represent Radio Features Ltd. of New Zealand.

BERT KALAMAR Jr., formerly a New York writer-producer, has joined KMTR, Hollywood, in a similar capacity.

CARLYLE STEVENS, CBS Hollywood announcer, and Keith Allen, radio acress, were married April 21.

DOROTHY MILLARD BROWN and Wilson Bower, Hollywood writers, have joined Radio Transcription Co. of America, that city, to write the transcribed *Hills of Hollywood*, family life series.

ED ROBERTS, chief announcer of WCBD, Chicago, will marry Miss Helen Conrad, formerly of WGES, that city, May 14.

GALE MARITANO, formerly of WXYZ, Detroit, has joined the announcing staff of WHIP-WWAE, Hammond, Ind.

NATHAN SAFIR, formerly of the *Laredo* (Tex.) *Times*, has been named assistant news editor of WOAI, San Antonio, to replace Victor Craze,who has joined the *Galveston News*.

KENNETH DENT, announcer at WSPA, Spartanburg, S. C., has resigned to join WOLS, Florence, S. C., in the same capacity.

ROBERTA ROUNTREE, new to radio, has joined the program department of MBS in New York.

LOUIS T. RIGDON, founder and director of the *School of the Air* conducted on WSB, Atlanta, addressed the Georgia Education Association convention April 14, asserting that the teachers of tomorrow will utilize radio, the talkies and television as commonly as they utilize books today.

EFREM ZIMBALIST Jr. has joined the guest relations staff of NBC, New York.

THERESA WILSON, of the CBS publicity department, has returned to her desk from Governor's Island hospital, where she was operated on April 13.

BOB HOLT, formerly of KMOX, St. Louis, and KFRU, Columbia, Mo., has joined the announcing staff of WTMV, E. St. Louis.

THOMAS J. CONNELLY, promotion director of WTMV, E. St. Louis, married Miss Margaret Alice Meisburger April 21.

PHILIP BROOK, announcer of WGY, Schenectady, is the father of a baby boy born recently.

DEXTER HALLE, announcer-producer of WBNX, New York, is the father of a baby girl born April 1.

RILEY JACKSON, formerly of WJBC, Bloomington, Ill., has joined the announcing staff of WIND, Gary, Ind.

JOE WALTERS, veteran announcer of KSFO, San Francisco, recently married Mary Ellen Herrick, NBC and CBS actress.

STURDEE JARVIS, formerly of CKCL, Toronto, Ont., has been named head of the production department of CKGB, Timmins, Ont.

LLOYD MERRILL has been named musical director of KTSM, El Paso, Tex.

TOM MARTIN, formerly of WIBX, Utica, N. Y., has joined the announcing staff of WGY, Schenectady.

ROBERT WOOD, formerly vice-president and editor of *Radio Guide*, has joined the New York World's Fair as assistant to John S. Young, radio director.

RICHARD SWIFT, producer of the CBS *Morning Almanac*, is the father of a baby girl, his first child, born April 13.

LaVELLE WALTMAN, announcer and newscaster of WSAU, Wausau, Wis., has resigned to join the new KFAM, St. Cloud, Minn., as program director and chief announcer.

JOE DUBIN, formerly of Warner Bros. music department, Hollywood, has been appointed staff announcer of KHJ, Los Angeles.

ALMA GRAEF, secretary to Bert Lebhar, sales manager of WMCA, New York, will be married in September to Dr. William D. Harris.

TOM RILEY, NBC press department, is the father of a girl, born April 11.

GRACE BALLOU, secretary to Clay Morgan, NBC's director of public relations, resigned April 15, to join Henry Souvaine Inc., radio production.

LEE NEAL has joined the announcing staff of WSAZ, Huntington, W. Va.

BOB KLIMENT, formerly of WSAZ, Huntington, W. Va., has joined the announcing staff of WEBR, Buffalo.

FRANCES PIKE, KYA, San Francisco, receptionist, is back at work after an illness from mumps.

WALTER KELSEY, NBC, San Francisco musical director, has returned to his duties, following an illness of several weeks.

JANE TOMPKINS, secretary to Kate Smith's manager, Ted Collins, has written her second juvenile book *Moo-Wee the Musk Ox*, which will be published shortly by Frederick A. Stokes Co.

SPECIAL—Mike for horse race announcing is this "eight ball" attachment worn by Bryan Field, CBS sportscaster. It swings as he turns, enabling him to follow the horses with glasses and still speak directly into the mike.

Bradley for Pat

PAT FLANAGAN, ace baseball announcer of WBBM, Chicago, on April 23 was ordered by doctors to Passavant Hospital following a heart attack. Complete rest for a month was prescribed. Truman Bradley has taken his place announcing the Cubs and White Sox games. Bradley, narrator of the CBS *Ford Sunday Evening Hour*, is replaced on Sundays at the ball park by France Laux, KMOX baseball announcer.

MILT WEINER, musical personnel director of WLW-WSAI, Cincinnati, is winning the plaudits of his associates because of the consistent low 70's he is shooting these days at the Cincinnati Golf Club.

ROBERT E. EASTMAN, who joined NBC in November, 1937, has been promoted from the page staff to the program department, where he is assistant to Norman Morrell, assistant commercial program manager.

DON MORRIS has joined the press relations department of Chicago U. to handle publicity for the NBC *Chicago U. Round Table* and for other university programs to be announced shortly.

ADRIEL FRIED has been chosen to manage the new studios at Santa Cruz, California seaside resort town, for KDON, Monterey.

JOHN B. HUGHES, KFRC, San Francisco, commentator, is the father of a baby boy born recently.

MEL JOHNSON, formerly of KLS, Oakland, has joined the announcing staff at KDON, Monterey, Cal.

TERRY O'SULLIVAN, formerly of WMBH, Joplin, Mo., and KXBY, Kansas City, has joined WKY, Oklahoma City, as newscaster.

DARYL McALLISTER, director of general traffic of WKY, Oklahoma City, spoke recently on radio before the public speaking classes of Oklahoma U.

WALTER CRONKITE, newscaster and sports announcer of WKY, Oklahoma City, has resigned to do exploitation work for Braniff Airways, Dallas, Tex.

ELLA HASTINGS of the American Institute of Food Products, New York, has joined WNEW, New York, to direct *For Women Only*, heard Mondays through Fridays at 8:15-8:30 a. m.

ROLLYN THOMAS, formerly program director of WXYZ, Detroit, has joined KHJ, Los Angeles, as announcer-producer.

LOUISE GREEN, who joined NBC's stenographic division last spring, has been transferred to the continuity acceptance staff under Janet MacRorie.

FENTON E. EARNSHAW, director of Earnshaw Radio Productions, Hollywood program and transcription concern, and Dorcas Abbott Brown will be married in early June.

WILLIAM E. SPARGROVE, formerly with the Iowa Broadcasting System, has joined the New York announcing staff of NBC, filling the vacancy left by Alan Kent, who recently went to WNEW, New York.

ELIZABETH ROBERTSON, formerly in the publicity department of J. Walter Thompson Co., Hollywood, has joined KARM, Fresno, Cal., as continuity writer and commentator.

NORMAN H. BRINSLEY, formerly of WROK, Rockford, Ill., and more recently on the editorial staff of *Radio Guide*, has joined the production staff of WHIP, Hammond, Ind.

GENE BURCHELL has been appointed assistant musical director of KFWB, Hollywood.

GLEN PARKER, announcer of WHO, Des Moines, will Marry Miss Kathyrn Van Gilder April 16.

BILL GOODWIN, formerly of the production staff of William Esty & Co., Hollywood, which recently closed its West Coast offices, has rejoined the CBS staff, that city, as announcer and producer.

MEL WILLIAMSON, writer-producer of Hixson-O'Donnell Adv. Inc., Los Angeles, has won the Southwest Fencing Conference championship.

CHARLIE ALLEN of the WGN, Chicago, transcription department, recently became the father of a baby boy, his second child.

HARRY DAVID FIELDS, radio manager of Roger Laswell Corp., Hollywood program builders, is on a six-week business trip to New York, having left the West Coast April 23 with samples of five transcribed shows.

BETZY TUTHILL, who joined CBS last fall as assistant to Irving Reis and William N. Robson, directors of the *Workshop*, has been made an assistant program director of WABC, New York.

DAVID S. BALLOU, now a Hollywood radio program builder, has moved to 5827 Gregory Ave., that city.

LOU WITHERS, formerly an NBC San Francisco announcer, has joined KFI-KECA, Los Angeles, in a similar capacity.

JOHN CARL MORGAN, announcer of WTAR, Norfolk, Va., married Miss Dorothy Grantham April 27.

LES MAWHINNEY, formerly western news manager of Transradio Press Service, Los Angeles, has joined KGER, Long Beach, Cal., as production manager.

C. D. RYDER Jr., KNX, Hollywood accountant, has been appointed CBS Pacific Coast auditor, with headquarters in that city. He succeeds C. A. Carlson, resigned.

JIM HARPER, formerly radio editor of the *Los Angeles Daily News* and *Evening News*, has joined the Hollywood staff of Earle Ferris Radio Features.

FRED LEVINGS has been transferred from the Hollywood to Chicago offices of Tom Fizdale. John Houser replaces Levings in Hollywood.

OWEN VINSON has been promoted from production to dramatic director of WLW-WSAI, Cincinnati.

Announcement!

LOREN WATSON

APPOINTED EASTERN MANAGER

OF

INTERNATIONAL RADIO PRODUCTIONS

WITH PRODUCTION FACILITIES IN NEW YORK AND CHICAGO TO SUPPLEMENT THOSE IN HOLLYWOOD

LOREN WATSON'S wide acquaintanceship in radio and advertising circles, his comprehensive knowledge of the transcription business and his experience in local station operations are assets which International Radio Productions is fortunate to acquire. As Sales Manager for 4 years of the Radio Department of Associated Music Publishers, he developed the Associated Library Service and was responsible for its sale to a large list of stations. His background also includes general management of two radio stations and several years with the Victor Talking Machine Company.

Now, with complete program producing facilities under Mr. Watson's direction in New York and favorable arrangements for production in Chicago added to those under Howard Esary's direction in Hollywood, International Radio Productions offers a transcribed program service which is equipped to meet every recording requirement of advertisers and agencies anywhere in the country.

THE SEAL OF SUPREMACY

INTERNATIONAL RADIO SALES

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

Now Representing

WDRC	Hartford
WORC	Worcester
WINS	New York
WBAL	Baltimore
WCAE	Pittsburgh
WLS	Chicago
WISN	Milwaukee

Now Representing

KOMA	Oklahoma City
WACO	Waco
KNOW	Austin
KTSA	San Antonio
KOY	Phoenix
KEHE	Los Angeles
KYA	San Francisco

XUM

Interference Boosts

BECAUSE of interference caused by the operation of Mexican and Cuban stations on or adjacent to frequencies assigned in this country, the FCC April 15 authorized continued use of higher power on certain channels by domestic stations to offset the interfering signals. WPEN, Philadelphia, was granted special temporary authority to increase its power to 1,000 watts in order to counteract interference caused by CMX, Havana, WWJ, Detroit, and KPRC, Houston, for the period May 1 to May 30, the other two domestic stations similarly having been authorized to use higher power. WCOA, Baltimore, was granted extension of special temporary authority to operate with 1,000 watts night for the period April 22 to May 21, in order to minimize the effect of interference from CMQ, Havana, subject to the requirement that the added power be terminated immediately after CMQ ceases operation on the 600 kc. channel or reduces its power so that additional interference is not involved.

WJBK Claims Affiliation of CKLW On Mutual Net Is Unfair Competition

A PROTEST against use by Mutual Broadcasting System of CKLW, Windsor, just across the river from Detroit, as the Detroit outlet of that network, has been filed with the FCC by WJBK, Detroit 100-watter, and may be taken into consideration in connection with extension of the authority to Mutual.

Alleging "unfair competition" from the Canadian station, the protest asked that "when the Mutual application for extension of authority to broadcast over CKLW comes before your honorable body for a renewal, that it be denied." The present authorization expires on June 1.

James F. Hopkins, manager of WJBK, addressed his letter to Chairman McNinch April 12. At the FCC, it was stated the protest has been routed to the law department for proposed reply. Whether the issue will come before the FCC depends on what decision that body may reach as to its jurisdiction. Under Section 325 of the Communications Act, FCC authority is required for transportation of programs, either by wire or transcription, to stations outside this country.

Studios in Two Cities

Another case involving authority to transmit programs to CKLW also is pending before the FCC, having been the subject of hearings before Examiner Rosel H. Hyde last fall. The hearings were on the application of the First Baptist Church of Pontiac, Mich., to transmit programs to CKLW. No report has yet been issued. On April 9 the FCC denied an application of the church for informal authority to transmit certain programs by land line to CKLW.

Operating on the 1030 kc. with 5,000 watts power, CKLW maintains studios in both Windsor and Detroit. Mr. Hopkins declared that while he understands the FCC has no direct supervision over a Canadian station, in this instance it has within its immediate jurisdiction the relay of Mutual programs.

"This network," he stated, "furnishes good programs and carries enough weight in the minds of the public to attract considerable audience to its outlet. And, while I am advised that the station pays more for the services in the form of line charges than it receives from commercial sponsorship, it is good business for them to take this loss in order to promote audience." He added, CKLW takes from "$5,000 to $10,000 a month from Detroit advertisers which should rightfully belong to the Detroit stations."

"As a matter of fact, I have asked for the Mutual contract and been refused by Mr. Weber (Fred Weber, Mutual general manager). I have also been in New York and called upon Mr. Weber and been refused audience."

After reciting the history of WJBK, Mr. Hopkins said the situation was "grossly unfair". "We pay taxes and give employment and yet we are forced to lose business which is rightfully ours, to a Canadian station of higher power, and which is willing to cut its rate locally to meet the rates of the local channel Detroit stations.

"In order to clarify my position, I have no objection whatever for American chains to utilize Canadian outlets in any other portion of the Dominion, because there is no other location where Canadian capital is competing with American capital, as it is in this case. (In the situation at Seattle, over which there was some discussion, the stations were located a considerable distance apart)."

FLOOD — Swept down on Malott, Washington, the other day when a storage dam broke, leaving 25 families homeless, destroying property worth $80,000. Manager Cole E. Wylie, (left), of KPQ, Wenatchee, and News Director Carl Downing scurried 85 miles to scoop all competitors.

Program Listing Ads

A NEW plan for listing the name of sponsors or products in program schedules published in newspapers, the sponsor paying a fixed rate averaging about $1.29 per insertion per newspaper, is being advanced to agencies and their clients by the Lahey-Daly Co., 33 W. 42nd St., New York. Only the sponsor or product name would be charged as advertising, it being carried in parentheses after the regular time listing and an asterisk indicating it is paid advertising. The Lahey-Daly Co. claims to have commitments from several hundred newspapers, agreeing to the plan and fixing rates for the ad lines.

KSD

Operating RCA High Fidelity 5000 Watt Transmitter

IN ST. LOUIS

KSD Daytime Program Area Includes a Population of

5,099,800

Based on the population of counties receiving one-half millivolt service or better

A Greater Daytime Population Coverage Area Than Any Other St. Louis Broadcasting Station

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

Make *Broadcasting* your hook-up; Watch your station's business look-up.

peep

Reader interest? Don't you doubt it! The time buyers never seen without it.

Vol. 1, No. 6 May 1, 1938

"Lost an account, nothing!! Jennie clipped his copy of BROADCASTING!"

WHILE personally we incline toward the "hold your temper" school, we really must excuse the apoplectic wrath of the time buying gentleman pictured above. For, at many an agency's and radio advertiser's stronghold, it's an unpardonable crime to mess, mar or mutilate anyone else's BROADCASTING.

Maybe somebody will draft a formal resolution.

BROADCASTING
National Press Building — Broadcast Advertising — Washington D. C.

Bireley's to Resume

BIRELEY's Inc., Hollywood, maker of orangeade distributed through dairies, in announcing its 1938 advertising campaign recently, stated that spot radio, newspapers, minute-movies and bottle collars will be used to advertise its product. This year emphasis will be laid on the quart-size bottle of orangeade. J. Walter Thompson, Los Angeles, is the agency.

WALTER BIDDICK COMPANY

RADIO STATION REPRESENTATIVES

LOS ANGELES
SAN FRANCISCO
SEATTLE

Copy Pre-tested

TO PRE-TEST commercial copy for use on the *Road of Life* broadcasts for Chipso, Pedlar & Ryan has recorded various types of Chipso commercials and is playing them to feminine gatherings at card parties, women's clubs and the like. Hope is to discover distasteful or offensive copy so that it may be killed before reaching the air, as well as to find most effective radio copy for the product.

IN THE April 15 BROADCASTING, it was stated that half interest in KGFW, Kearney, Neb., had been sold to Hugh R. Brown publisher of the *Kearney Daily Hub*. Clark Standiford, owner of the other half interest and station manager, advises that the half interest was sold to Mrs. Hugh R. Brown and that the station is in no way affiliated with the newspaper.

Cleaners Cooperate

RADIO, newspapers, car cards and outdoor advertising will be used in the largest cleaners' advertising campaign ever to be released in Seattle. Over 150 cleaning firms have banded together with the identifying trade name of "Clean-Craft" and quality work is stressed in the advertising, which features "genuine French dry cleaning and insured mothproofing" as its signature theme. The stimulus for the concerted action was lent by an improved solvent. Members of the group are practically the same as those of the Seattle Moth-Proofing and Cleaning Assn., which has been advertising for several years. The agency handling the campaign is Izzard Co, Seattle.

CANADIAN Facts Registered, Toronto, has moved to larger quarters at 100 Adelaide Street West, according to an announcement of Ethel Fulford (Mrs. Nate Colwell), managing director. The organization specializes in market and radio audience surveys for radio advertisers.

Radio Column Ban Irks Subscribers

Industry Aloof as Test Drive On Coast Gets under Way

ALTHOUGH several more Southern California newspapers have joined the campaign to eliminate radio columns, stations and networks have made no move in protest. A "watchful waiting" policy was adopted by the Southern California Broadcasters Association when the four-week test campaign went into effect April 11. If columns are not returned, some definite action may be taken to get publicity and news of the industry to the public, it was indicated.

Radio executives are not antagonistic to the newspapers. The broadcasters association has definitely stated it will not back its own publication and voted against supporting any publication capitalizing on the situation. Stations in Los Angeles county and other affected sections are devoting several periods daily to publicizing their programs. NBC also is using window displays, and has made tie-ups with several large stores and service organizations, at little or no cost. CBS and NBC advertisers are also falling in line by publicizing their programs.

Indignant Subscribers

Associated District Newspapers of Los Angeles with a membership of 43 publications having free circulation of 1,500,000, continues to give space to radio. Capitalizing on the situation is *Radio Guide*, fan publication, which has tripled its circulation in the area. *Hollywood Citizen-News* also continues its full page of radio.

Scores of Southern California publications that have never before used radio are devoting space to the industry, according to NBC and CBS.

The Ira Copley chain of Southern California newspapers has abolished its radio columns in Culver City, Glendale, Redonda Beach, Monrovia and Alhambra. The ban which started in Los Angeles now also includes the *San Bernardino Sun, Long Beach Press Telegram, Long Beach Sun, Riverside Press, San Diego Sun, San Diego Union* and *San Diego Tribune*, the latter two being Copley publications.

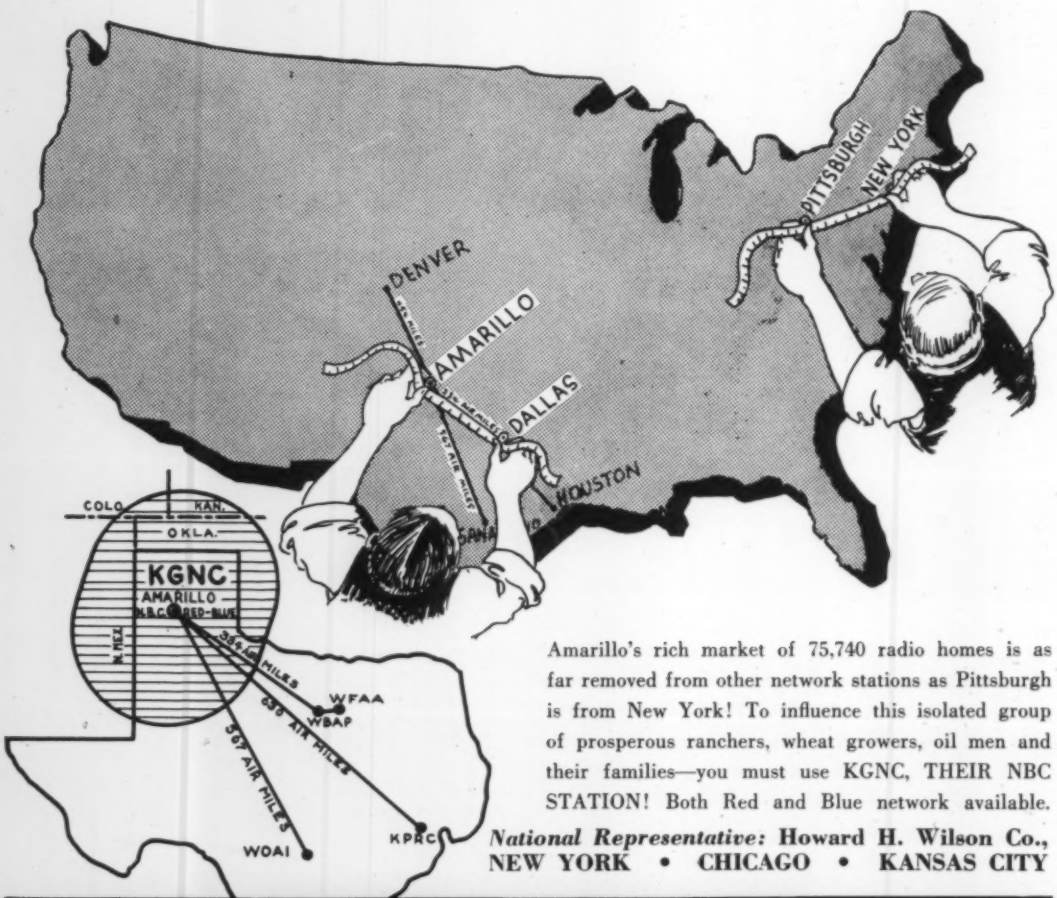
Meanwhile thousands of telephone protests continue to pour in. Cancellations of subscriptions are heavy, it was said. A San Diego newspaper, with circulation of 30,000 has received more than 7,000 protests since the ban went into effect there.

KICA Sale Approved

FULL control of KICA, Clovis, N. M., passed into the hands of Charles C. Alsup, its manager, as a result of a decision of the FCC April 27 authorizing the transfer. Mr. Alsup had been one-third owner, with J. Lindsay Nunn and his son, Gilmore N. Nunn, each owning one-third. The Nunns publish the *Lexington* (Ky.) *Herald* and also own WLAP, Lexington. They recently entered into a deal to sell their holdings to Mr. Alsup.

SAME DISTANCE!

Why Not Use a Station in Pittsburgh for Your New York Coverage?



Amarillo's rich market of 75,740 radio homes is as far removed from other network stations as Pittsburgh is from New York! To influence this isolated group of prosperous ranchers, wheat growers, oil men and their families—you must use KGNC, THEIR NBC STATION! Both Red and Blue network available.

National Representative: **Howard H. Wilson Co., NEW YORK • CHICAGO • KANSAS CITY**

KGNC AMARILLO, TEXAS — DETAILED BROCHURE ON REQUEST

To Millions RADIO brings the PRICELESS GIFT OF MUSIC

DR. WALTER DAMROSCH, *conductor, NBC's exclusive "Music Appreciation Hour," America's most widely-listened-to musical educational program for school children. Very popular among adults, also.*

RCA further promotes music culture and the music industry by cooperating with NATIONAL MUSIC WEEK—May 1 to 7

AUTHORITIES have declared radio to be the greatest single factor in the promotion of music. RCA again assumes leadership in this enterprise through NBC's whole-hearted participation in this Fifteenth Annual Celebration of National Music Week, which will be officially inaugurated by the Magic Key program on Sunday, May 1st.

Such worthwhile musical services are not new with RCA . . . For, through Dr. Walter Damrosch, on NBC's "Music Appreciation Hour," RCA has for many years contributed to the musical enjoyment of countless people throughout the country. Into their homes, from the Metropolitan Opera stage, through the NBC Symphony Concerts directed by Arturo Toscanini and other famous conductors, RCA has brought the world's most magnificent music. Every Sunday, RCA's popular Magic Key program brings them superb musical entertainment from all parts of the world.

RCA presents the "Magic Key" every Sunday, 2 to 3 P.M., E.D.T., on the NBC Blue Network

RCA RADIO CORPORATION OF AMERICA
RADIO CITY · NEW YORK

RCA MANUFACTURING COMPANY, INC. · RADIOMARINE CORPORATION OF AMERICA
NATIONAL BROADCASTING COMPANY · RCA INSTITUTES, INC. · RCA COMMUNICATIONS, INC.

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KYA, San Francisco

Guarantee Union Life Insurance Co., Los Angeles, 5 weekly *sa*, thru Stodel Adv. Service, Los Angeles.
Gardner Nursery Co., Osage, Ia. (plants and shrubs) 3 weekly *t*, (one week only) thru Northwest Radio Adv. Co. Inc., Seattle, Wash.
Standard Beverages, Oakland (Par-T-Pak), 60 weekly *sa*, thru Emil Reinhardt Agency, Oakland.
National Live Stock & Meat Board, Chicago, 5 weekly *sa*, thru Campbell-Ewald Co., Chicago.
Tidewater - Associated Oil Co., San Francisco (gasoline and motor oils), 4 weekly *sp*, thru Lord & Thomas, San Francisco.
Great Western Drilling Co., Los Angeles (oil land leases) 6 weekly *t*, thru DeWitte Hagar Radio Adv., Los Angeles.

KWKH-KTBS, Shreveport, La.

Barton Mfg. Co., St. Louis (Dyanshine), *ta* series, thru Anfenger Adv. Agency, St. Louis.
Magnolia Petroleum Co., Dallas, *sa*, series, thru Bruck-Sacks, Dallas.
Quaker Oats Co., Chicago, 5 weekly *t*, thru Sherman K. Ellis, N. Y.
Continental Baking Co., New York, *sa*, *sp*, thru Benton & Bowles, N. Y.
Griffin Mfg. Co., Brooklyn, 6 weekly *sp*, thru Bermingham, Castleman & Pierce, N. Y.
Naughton Farms, Waxahachie, Tex., 13 *sp*, thru Rogers & Smith, Dallas.

KFYR, Bismarck, N. D.

Firestone Tire & Rubber Co., Akron, 2 weekly *sp*, thru Sweeney & James Co., Cleveland.
Time-Tested Laboratories, Cleveland (paint), *sp* series, thru Meldrum & Fewsmith, Cleveland.
Goodrich Tire & Rubber Co., Akron, chain breaks, thru Ruthrauff & Ryan, N. Y.
Leef Bros., Minneapolis (Spray-Brite glass cleaner), *sa* series, thru George Beskin Adv. Agency, Minneapolis.

WBT, Charlotte, N. C.

George J. Kelley Inc., Lynn, Mass. (shoe polish), weekly *t*, direct.
International Harvester Co., Chicago, (tractors), 12 weekly *sa*, thru Aubrey, Moore & Wallace, Chicago.
Pet Milk Sales Corp., St. Louis, 2 weekly *sa*, thru Gardner Adv. Co., St. Louis.
Sinclair Refining Co., New York, 6 weekly *sp*, thru Federal Adv. Agency, N. Y.

KERN, Bakersfield, Cal.

General Brewing Corp., San Francisco, 7 weekly *ta*, thru McCann-Erickson, San Francisco.
Kerr Rug Mfg. Co., San Francisco, 3 weekly *sa*, thru Wank & Wank, San Francisco.
Procter & Gamble Co., Cincinnati (Oxydol), 5 weekly *t*, thru Blackett-Sample-Hummert, Chicago.

WKRC, Cincinnati

Banner Baking Co., division of Purity Baking Co., Chicago, 288 *sa*, thru Campbell-Mithun, Minneapolis.
Standard Oil Co. of Ohio, Cleveland, 5 weekly *sa*, thru McCann-Erickson, Cleveland.

WGY, Schenectady

Albany Diesel Institute, Albany, weekly *sa*, thru DeRouville Adv. Agency, Albany.
Curtice Brothers Co., Rochester (Blue Label food), weekly *sp*, thru N. W. Ayer & Son, N. Y.
Oneida Ltd., Oneida, N. Y. (silverware), weekly *t*, thru BBDO. N. Y.
International Harvester Co., Chicago, 6 weekly *sa*, thru Aubrey Moore & Wallace, Chicago.
Naughton Farms, Waxahachie, Tex. (rose bushes), 3 *sa*, thru Rogers & Smith, Dallas.
New York State Bureau of Publicity, New York, weekly *sp*, direct.
J. H. Filbert, Baltimore (margarine), 3 weekly *sp*, thru BBDO, N. Y.

KPO, San Francisco

McRoskey Airflex Mattress Co., San Francisco (mattresses), weekly *sp*, thru Emil Brisacher & Staff, San Francisco.
Workman Packing Co., San Francisco (IXL Foods), 4 weekly *sa*, thru Tomaschke-Elliott, Oakland.
Frank E. Patrick Glass Polish Mfg. Co., San Francisco (glass polish), weekly *ta*, direct.
Golden State Co., San Francisco (Krim-KO), 5 weekly *sa*, thru N. W. Ayer & Son, San Francisco.

WMT, KSO, KRNT, Waterloo, Des Moines

Uncle Sam Breakfast Food Co., Omaha, daily *sa*, thru Bozell & Jacobs, Omaha.
Joe Lowe Corp., New York (Popsicles), 3 weekly *t*, thru Blackett-Sample-Hummert, Chicago.
International Harvester Co., Chicago, 52 *sa*, thru Aubrey, Moore & Wallace, Chicago.

WMAQ, Chicago

Sealtest System Laboratories, New York, 5 weekly *t*, thru McKee, Albright & Ivey, N. Y.
National Poster Stamp Society, Chicago (stamp collectors), weekly *sp*, thru James R. Lunke & Associates, Chicago.

WHO, Des Moines

Associated Serum Producers, Ft. Dodge, Ia., 10 *sa*, thru Fairall & Co., Des Moines.
International Harvester Co., Chicago, 52 *sa*, thru Aubrey, Moore & Wallace, Chicago.
Champion Milling & Elevator Co., Clinton, Ia., 39 *sp*, thru Rogers & Smith, Chicago.
St. Louis Gospel Center, St. Louis, 52 *sp*, direct.
Acme Feeds, Forest Park, Ill., 300 *sa*, thru K. E. Shepard Adv. Co., Chicago.
Omar Mills, Omaha, 20 *sa*, thru Lyle T. Johnston Co., Chicago.
Paxton & Gallagher Co., Omaha (Butternut coffee), 312 *sp*, thru Buchanan-Thomas Adv. Co., Omaha.
Gooch Milling & Elevator Co., Lincoln, Neb., 78 *sp*, thru Potts-Turnbull Co., Kansas City.
Naughton Farms, Waxahachie, Tex., 13 *sp*, thru Rogers & Smith, Dallas.

CKNX, Wingham, Ont.

Radio College of Canada, Toronto (trade school), *sa*, thru Norris-Patterson Ltd., Toronto.
Standard Brands, Montreal, weekly *sp*, direct.
Scott's Poultry Farm, Seaforth, Ont., daily *sa*, direct.
Sovereign Life Assurance Co., Toronto, 13 *sa*, direct.

KGO, San Francisco

Pacific Gas & Electric Co., San Francisco, weekly *sp*, direct.
Zonite Products Corp., N. Y. (Larvex), 3 weekly *sa*, thru McCann-Erickson, N. Y.
General Cigar Co., N. Y. (Wm. Penn cigars), 10 weekly *sa*, thru H. W. Kastor & Sons Adv. Co., N. Y.

KEHE, Los Angeles

Longines-Wittnauer Co., New York (watches), 6 weekly *sa*, thru Arthur Rosenberg Co., N. Y.
De Forest Training Inc., Chicago (instruction), weekly *sp*, thru Presba, Fellers & Presba, Chicago.

RECORD—Breaking catch of wahoo fish recently landed by Ed Nelson, space buyer of Wade Adv. Agency, Chicago (left), and his brother-in-law, Phil Nierderman off Ft. Lauderdale, Fla. The boat boys are grinning about the catch that included 18 wahoos ranging from 15 to 35 pounds, a 150-lb. black-tip shark and several dolphins.

KFI, Los Angeles

Hancock Oil Co. of California, Los Angeles, 6 weekly *sp*, thru Chas. H. Mayne Co., Los Angeles.
Atlantic & Pacific Tea Co., Los Angeles, weekly *sa*, thru Scholts Adv. Service, Los Angeles.
B. F. Goodrich Rubber Co., Akron (tires), 5 weekly *sa*, thru Ruthrauff & Ryan, N. Y.
Martin Young Furniture Mfg. Co., Los Angeles, 3 weekly *sa*, thru Alvin Wilder Adv., Los Angeles.
Knox Gelatine Co., Johnstown, N. Y. (gelatin), 2 weekly *sp*, thru Kenyon & Eckhardt, N. Y.
Mutual Citrus Products Co., Anaheim, Cal. (Pectin), 7 *t*, thru Chas. H. Mayne Co., Los Angeles.
O'Keefe & Merritt Co., Los Angeles (stoves & refrigerators), weekly *sa*, thru Richard B. Atchison Adv., Los Angeles.

KNX, Hollywood

Lever Bros. Co., Cambridge (Spry), 7 weekly *sa*, thru Ruthrauff & Ryan, N. Y.
International Harvester Co., Chicago (tractors), weekly *sp*, thru Aubrey, Moore & Wallace, Chicago.
Chr. Hansen's Laboratory, Little Falls, N. Y. (Junket Ice Cream Mix), 5 weekly *sp*, thru Mitchell-Faust Adv. Co., Chicago.
Dona Mfg. Co., San Diego, Cal. (Dona Caps), 5 weekly *sp*, thru Barnes-Chase Co., San Diego.
Union Oil Co. of California, Los Angeles (glass cleaner), 6 weekly *sp*, thru Lord & Thomas, Los Angeles.

WOR, Newark

Slide Fasteners, New York, 2 weekly *sp*, thru G. Lynn Sumner Co., N. Y.
Fischer Baking Co., Newark, 3 weekly *sp*, thru Neff-Rogow, N. Y.
Fischer Baking Co., Newark (bread and cake), 3 weekly *sp*, thru Neff-Rogow, N. Y.
Olson Rug Co., Chicago, 3 weekly *t*, thru Presba, Fellers & Presba, Chicago.

KTMS, Santa Barbara, Cal.

Golden State Co., San Francisco (Krinko), 5 weekly *sa*, thru N. W. Ayer & Son Inc., San Francisco.
General Paint Corp., San Francisco (paints), 6 weekly *sa*, thru Walter Adv. Agency, Los Angeles.
American Stove Co., Lorain, O. (stoves), weekly *t*, thru Richardson-Oswald, Cleveland.

WGN, Chicago

Charles B. Knox Gelatine Co., Johnstown, N. Y., 3 weekly *sa*, thru Kenyon & Eckhardt, N. Y.
Sterling Products, Wheeling (Haley's M-O mineral oil), 5 weekly *t*, thru Blackett-Sample-Hummert, N. Y.
P. Lorillard Co., New York, (Old Gold), daily *sp*, thru Lennen & Mitchell, N. Y.

KELD, El Dorado

Stanback Medicine Co., Salisbury, N. C., 6 weekly *sa*, thru J. Carson Brantley, Salisbury.
Devoe & Raynolds, New York (paint), 2 weekly *t*, thru J. Stirling Getchell, N. Y.

KECA, Los Angeles

Martin Young Furniture Mfg. Co., Los Angeles, 3 weekly *sa*, thru Alvin Wilder Adv., Los Angeles.
Maurice Ball Inc., Los Angeles (furs), weekly *sa*, thru Lee Ringer Adv., Los Angeles.

WNEW, New York

Policyholders Advisory Council, New York, 52 *sp*, thru Dillon & Maier, New York.

WHN, New York

American Tobacco Co., New York, (Lucky Strike cigarettes), 21 weekly *sa*, 13 weeks, thru Lord & Thomas.

WSYR, Syracuse

Southern Oil Co. of N. Y., Horseheads, N. Y., 6 weekly *sp*, direct.

UP Moves Coast Office To Sacramento and Adds New Bureau at Seattle

UNITED PRESS, to facilitate its expanded service to all parts of the Pacific Coast, on April 25 moved its western division radio headquarters from Los Angeles to Sacramento, Cal., and simultaneously inaugurated an additional radio service bureau at Seattle, Wash.

Frank H. Bartholomew, United Press Pacific division manager, who announced the expansion, stated that the Sacramento location was selected because it was almost in the geographical center of the area served by the special radio wire. The new and larger quarters are in the recently completed wing of the KFBK studios in downtown Sacramento. In charge is Hubert K. Gagos, Pacific Coast radio manager. Willis Duniway supervises the new Seattle bureau serving regional news requirements of stations in Washington and Oregon.

Addition of the Seattle sending point and enlargement of the main California bureau followed extension of the radio circuit northward through Oregon and Washington. Day and night leased wire service started April 1 to the following UP clients in the Pacific Northwest: KHQ-KGA, Spokane; KIT, Yakima; KMO, Tacoma; KOIN-KALE, Portland; KSLM, Salem. Other stations recently subscribing to the service in the area are KGY, Olympia; KGEZ, Kalispel, Mont., and CJOR, Vancouver, B. C. Additional stations to join the radio wire after present news service contracts expire are KOL, Seattle; KXRO, Aberdeen; KWJJ, Portland. KFXM, San Bernardino, Cal., started UP wire service April 24.

Halo Tests on WTAM

COLGATE-PALMOLIVE-PEET Co., Newark (Halo Shampoo), on April 28 started weekly quarter-hour transcription, *Romance in Song*, broadcast every Thursday night on WTAM, Cleveland, with other stations to be added when distribution increases. Transamerican Boadcasting & Television Corp., Chicago, produced the show with RCA-Victor, Chicago, cutting the discs. Benton & Bowles-Chicago, is agency.

PROGRAM COUNT
Favorite Station a Myth
—Rogers Peet Finds—

THE OLD theory that a radio listener has his particular "favorite station" to which he almost always turns for entertainment is as outmoded as crystal sets and headphones, according to conclusions based on a survey of radio listening habits by Rogers Peet Co., New York.

Sponsoring Gabriel Heatter, news commentator, on WOR, Newark, five nights a week, the company mailed questionnaires to 20,000 customers of one of its stores to determine whether the program is best suited to its needs, and to find what sort of radio fare its market is most interested in. Answers were received from 2,556 customers, who are not representative of the radio audience as a whole but are from "Class A and Class B families in the economic scale." A liking for news "among the several types of programs preferred" was indicated by 58% of the responses, lining up with the cross-section surveys of *Fortune*, placing news broadcasts in third place, [BROADCASTING, April 1] and C. A. B., giving news a strong first place.

Over 1,100 of the respondents, or 47%, expressed a liking for classical music, but only 24% included dance music among their preferences. According to Robert M. Ferns, Rogers Peet advertising manager, "While many surveys have shown a growing trend toward more general symphonic appreciation, this is undoubtedly one of the first wherein serious music has been give a plurality. In other respects, program popularity more or less corresponded with the findings of former analyses (variety programs 36%, drama 14%).

"Still another finding was that four radio stations dominate the metropolitan (New York) air waves equally. Over 57% of the respondents listen regularly to three or four stations. Thirty per cent listen to this group of the four dominating stations, while an additional 23% listen to three stations."

LIGGETT & MYERS Tobacco Co., New York (Chesterfield), staged its CBS *Paul Whiteman* broadcast of April 29 at the World's Fair site in Flushing, N. Y., the first commercial originating at the fair grounds.

General Foods Drops

GENERAL FOODS Corp., New York, is vacationing two CBS shows for the summer. The *Kate Smith Hour*, for Swansdown and Calumet, goes off the air June 30, and *We the People*, for Sanka, leaves on May 12. Both are expected back in the fall. Young & Rubicam handles both accounts.

New York Milk Fund

NEW YORK State Bureau of Milk Publicity has appointed J. M. Mathes, Inc., New York, to direct advertising for the fourth consecutive year. This year's appropriation is $260,000, of which 15% will be devoted to radio. The figure spent for radio advertising last year was $30,000.

DIPPY RIDDLES
and
DIPPY DUDS!

New hilarious material to pep up your *Man on the Street Program*. 500 riddles with snappy comebacks; 500 clever questions and laugh-provoking answers. Write us for information.

RADIAD SERVICE
612 N. Michigan Ave.
CHICAGO

CAMP TONIGHT AT THE FIRST FENCE, BOYS!

Big-scale farming, tuned to one of the most fertile sections in the entire country, makes "velvet" for our native hayseeds—and manna for advertisers. Red River Valley citizens buy 31.9% of all drug products, 30.3% of all food and 32.9% of all automotive goods sold in the combined states of North Dakota, South Dakota and Minnesota [exclusive of the counties containing Minneapolis and St. Paul].

Station WDAY alone brings you this well-worth-reaching audience—at one low cost! Want the particulars?

WDAY, INC.
N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

KMPC is the ideal test station for your spot campaign. It delivers a selected audience at a low rate in the rich Southern California market.

★ ★ ★ ★

KMPC

"The Station of the Stars"
BEVERLY HILLS, CALIFORNIA

Howard H. Wilson Co., *Station Representatives*
75 E. Wacker Dr., Chicago 551 Fifth Ave., N. Y. C.
1002 Walnut St., Kansas City

★★★★★★★★★★★★★★★★★★★★★★★★

Radio's Coverage in Films

RADIO's importance in the field of news communication is emphasized in "Nazi Conquest—No. 1," the new release of the *March of Time* currently being shown on the screen of more than 8,000 theatres in the U. S. In its portrayal of Hitler's conquest of Austria, the *March of Time* reveals how NBC cleared its networks in two minutes to relay an on-the-spot report of Hitler's march on Austria. Showing the elaborate planning necessary for such a shortwave broadcast, the film records in detail how NBC was able to relay news of the Reichsfuehrer's return to Austrian soil simultaneously with its occurrence and in advance of any newspaper report.

Radio Advertisers

SAN JOAQUIN Valley-Sierra Resort Assn. is being formed in California to raise and administer an advertising fund of $25,000. Eleven counties in the region would provide $18,000 of the total desired. The president of the new group is Hume Larsen, Fresno. Radio probably will be used.

HANCOCK OIL Co. of California, Los Angeles, out of radio for some time, through Chas. H. Mayne Co., that city, has started a six weekly 10-minute early morning news period on KFOX, Long Beach, Cal., and KFSD, San Diego, Cal. A local dealer tie-in is being used. Firm on May 16 will start for 52 weeks, a similar series on KFI, Los Angeles, with Pat Bishop featured as commentator.

FISCHER BAKING Co., New York, which has sponsored *Junior G-Men* three days a week on WOR for two years, has changed its promotion angle and in the future will aim at housewives. On May 30 the children's program will be dropped and the company will sponsor *Women Make the News* conducted by Vincent Connolly, a WOR sustainer. Program is heard Monday through Friday at 5-5:15 p. m. The Fischer agency is Neff-Rogow, New York.

J. A. FOLGER & Co., San Francisco (coffee), on April 25 renewed for 13 weeks, its five weekly quarter-hour transcribed serial, *Judy & June*, on KNX, KMJ, KSFO and KOIN. Firm on that date also started for 13 weeks a five weekly five-minute "best buys" program on KFBK, Sacramento. Agency is Raymond R. Morgan Co., Hollywood.

HAPPY — About the whole thing are Phillips Turnbull, president of Rogers Peet Co., New York men's clothiers (left); Gabriel Heatter news commentator who broadcasts under this company's sponsorship, and Theodore Streibert, vice-president and general manager of WOR, Newark, which carries the Heatter-Rogers Peet news programs five evenings each week. Photo was made during a recent broadcast attended by 750 Rogers Peet employes.

RADIO will play an important part in the $100,000 advertising campaign to be staged during 1938 by the Bekins Van & Storage Company, Los Angeles, which operates 22 warehouses on the Pacific Coast. This sum represents the largest advertising budget in the company's 43 years of continuous operation. At present the company is using time signals and spot announcements over seven California radio stations — KFRC and KSFO, San Francisco; KNX, Los Angeles; KMJ and KARM, Fresno; KDB, Santa Barbara, and KGB, San Diego.

CHICAGO ENGINEERING Works, Chicago (air conditioning courses), has changed its name to the Industrial Training Corp. The firm plans to continue through the summer on about 80 United States and Canadian stations adding morning time on smaller stations and periods following evening sports resumes on larger stations. James R. Lunke & Associates, Chicago, is the agency.

MUTUAL on April 12 started *The Green Hornet*, adventures of a modern Robin Hood whose mission is to expose racketeering and crime. The program, heard Tuesdays and Thursdays at 8:30-9 p. m., is sponsored on WGN, Chicago, only by Health Aids Inc., Jersey City (proprietaries), whose agency is Franklin Bruck Adv. Corp., New York. Other local sponsors will be added.

JOHN B. GAMBLING, whose 45-minute *Musical Clock* is heard six mornings weekly on WOR, Newark, on April 18 added a new sponsor, Joseph Middleby Jr. Inc., New York (Midco Ice Box Freeze). The company sponsors Gambling on Monday, Wednesday and Friday every other week, and on alternate weeks on Tuesday, Thursday and Saturday. The alternate sponsor is Childs Restaurants, New York. Middleby agency is Doremus & Co., Boston.

UTILITIES Engineering Institute, Chicago (air conditioning courses), will start a weekly quarter-hour show on WTIC, Hartford, May 3. Five-minute and quarter-hour shows ranging from one to five times weekly will be continued through the summer on WTIC, WWVA, KEHE, CKLW, WCFL, WHAM, WNAX, KFNF, KFEL. First United Broadcasters, Chicago, is the agency with Hugh Rager, account executive.

HEARN'S Department Store, New York, has started its seventh year on the air with a 52-week renewal of its *Kiddie Hour*, heard on WHN Saturday mornings, 10:30-11:30. A new Hearn program, *Woman's World*, has been started on the same station on Thursday mornings. The business is placed direct.

J. C. ROBERTS, formerly of the Chicago office of J. Walter Thompson Co. as sales promotion manager for Nash Motors and Graham-Paige, has been appointed advertising manager of Transcontinental & Western Air, Kansas City.

CANADIAN INDUSTRIES, Montreal (paint & varnish division), has started a 15-minute Sunday evening talk on interior decoration to run to the end of June on CFRB, Toronto. J. Walter Thompson Co., Toronto, handled the account.

LEVER BROS., Toronto (Lux & Rinso), has started a two-to-four times daily spot announcement in French, six days weekly for 13 weeks, on CKAC, Montreal; CHLT, Sherbrooke; CHLN, Three Rivers; CHRC, Quebec; CKCH, Hull; CJBR, Rimouski; CKCV, Quebec. J. Walter Thompson Co., Toronto, handled the account.

BOSTON STORE, one of Chicago's largest department stores, started its first radio advertising April 24 when it assumed local sponsorship on WGN of the Mutual show, *The Lamplighter*.

WLBC TEST the typical American City
MIDDLETOWN
MUNCIE, INDIANA
THE TEST TUBE STATION OF THE NATION

DO YOU KNOW?
— THAT LINDBERGH WAS THE 67TH PERSON TO FLY THE ATLANTIC OCEAN?
— THAT NORTH CAROLINA HAS MORE RADIO RECEIVING SETS THAN ANY OTHER SOUTHERN STATE (341,800) AND THAT 53% OF THESE SETS ARE IN WPTF'S POTENTIAL SERVICE AREA
WPTF RALEIGH, N.C.
5,000 WATTS - CLEAR CHANNEL
FREE & PETERS, INC., NATL REPRESENTATIVES

1,553
Replies from Arkansas and 17 states on one daytime program.
KTHS
10,000 WATTS
Hot Springs

WBRE
Basic NBC Red or Blue Networks
Forbes says:
"Areas for Special Consideration"
Forbes Business Pictograph — April 1, 1938 — shows Wilkes-Barre as eighth among ten largest cities in U. S. which compare most favorably with the business of one year ago.
WBRE—Strategically located in an unusually large trading zone serves 98,355 radio families, consistently and effectively.
WILKES-BARRE in the heart of the Anthracite PENNSYLVANIA

MARNEY ANIMAL FOOD Co., Los Angeles (Marco dog food) on April 29 started a series of weekly half-hour programs featuring an old-fashioned spelling bee conducted by Tom Brenneman on KSFO, San Francisco. Account was placed by Long Adv. Service, San Francisco.

JOHN F. JELKE Co., Chicago (Good Luck margarine), has started 25 weekly spot announcements ranging from 30 to 100 words on WBBM, WWJ, WIRE, WDAF, WSYR. Agency is Blackett-Sample-Hummert, Chicago.

GEORGE JORDAN, formerly advertising manager of Piel Bros., Brooklyn, has been appointed manager of advertising and sales promotion of Jacob Ruppert Brewery, New York.

Agency Appointments

LIEBMANN BREWERIES, Brooklyn, has appointed Lord & Thomas, New York, to direct advertising. Stephen M. Kenyon is account executive. The company's distribution is limited to the eastern seaboard and a radio campaign covering that territory will probably start before June 1, according to the agency.

PEARSON PHARMACAL Co., New York (Dew deodorant), has appointed Kimball, Hubbard & Powel, New York to direct advertising. Radio may be used late in the summer.

URMAN-BURGER HAT Mfg. Co., Cleveland (men's hats), has placed its account with Lustig Adv. Agency, that city. Radio, newspapers and direct mail will be used.

LUBECK DISTRIBUTING Co., Cleveland, (beer), has appointed Lustig Adv. Agency, that city, to handle its account. Radio, newspapers and billboards will be used.

PRIM Corp., St. Louis (liquid cleaner), has appointed Gardner Advertising Co., that city, to handle its account. Newspapers will be used, but no radio plans have been announced.

ENGEL Corp., Chicago (Brownie Concentrated flavor extracts), has appointed Spector-Goodman Adv. Agency, Chicago, to handle its account.

MAXIMAX Inc., Chicago (razor strops), has named Aubrey, Moore & Wallace Inc., that city, to handle its account.

TRIPLE-WEAR Mfg. Co., Paterson, N. J. (Nuwash hand cleanser), has appointed Gans Adv. Agency, Newark, to direct advertising. Spot radio will be used.

BENEFICIAL MANAGEMENT Co., Newark, has placed the advertising account of its subsidiary, Personal Finance Co., with Blackett-Sample-Hummert, New York. While no plans have been made, it is expected that radio will be used.

LIVINGSTON CHEMICAL Co., Kalamazoo, Mich., has appointed Hays MacFarland & Co., Chicago, with Mr. MacFarland, president of the agency, account executive. Livingston manufactures Dri-Sox which is a preparation for perspiring feet and athlete's foot. Radio advertising may be used.

STANBACK MEDICINE Co., Salisbury, N. C., is advertising through J. Carson Brantley Adv. Agency, Salisbury, and has not transferred its account as incorrectly stated in BROADCASTING, April 15.

COMMUNITY Opticians' advertising, a New York and Brooklyn account, is being handled now by Sterling Adv. Agency, New York.

QUAKER OATS Co., Chicago, has appointed Mitchell-Faust Adv. Co., Chicago, with L. L. Weld as account executive, to handle advertising for Muffets, whole wheat biscuits.

BONCILLA LABORATORIES, Indianapolis (cosmetics), has placed its account with Schwimmer & Scott, Chicago.

OMAR MILLS, Omaha (flour, bread), has named Lyle T. Johnston Adv. Co., Chicago, to handle its account.

SLEETEX Co., New York (auto accessories), has named Picard Adv. Agency, that city, as agency.

WILSON BROS., Chicago (men's furnishings), has appointed Salem N. Baskin Adv. Agency, Chicago, to handle its advertising effective July 1.

KREMOLA Co., Chicago (cosmetics), has placed its account with E. H. Brown Adv. Agency, that city. Frank J. O'Connell is account executive.

ALBERT MILLER & Co., Chicago (wholesale potatoes), has appointed Mitchell-Faust Adv. Agency, that city, to handle its account. The firm has been using quarter-hour participation six days weekly on the *Magic Kitchen* program of Iowa Network (KRNT and WMT). Radio will be used next fall when the potato season begins.

KELLY-RAND Co., Chicago (shampoo), has appointed Selvair Broadcasting System, Chicago, as agency, and on May 8 will start a Sunday noon quarter-hour show on WGN, Chicago.

PUNS ON CALLS
Agency Executive Composes Novel Screed

IN A MOMENT of sheer inspiration—or desperation—G. Gordon Hertslet, vice-president of Anfenger Adv. Agency, St. Louis, composed a fictional article on the troubles of a chorine, basing many of the words on the call letters of broadcast stations.

The piece is headed: "WEST WIND WILL WREC KATE KEEN'S WATR WAVE". Subtitle is: "To WHIP KOKO of KOY, WREN plans to WIRE for KALE."

Full text of the Hertslet creation follows:

"WATL I do, KIDO?" asked KIT, the chorine, when interviewed. "This WINS too WRAW. WHOM, I mean WHO, could WORK when the breezes WIP and WHAM? They'll ruin my coiffure, chill me to the KORE and leave me in a KOMA. This job is nothing to KROW about—I'm not so WELL off. As for us girls, I'd say WEED KAST our telegraphic vote for better hours and more KALE—even if I get KAND for saying so."

RUSSELL HUGHES, formerly writer-producer of KFWB, Hollywood, has joined Radio Transcription Co. of America, that city, as assistant to Lindsay MacHarrie, production manager. Before coming to the West Coast Hughes was with WLW, Cincinnati, and the New York office of Transamerican Broadcasting & Television Corp.

WWL
NEW ORLEANS
LOUISIANA'S
most powerful station
★
850 KC. 10,000 WATTS
★
affiliated C.B.S.

KROC
ROCHESTER • MINNESOTA
CROSSROADS OF THE NATION STATION

KROC SERVES

	Primary	Secondary
Population	239,794	237,901
Families	57,324	58,271
Radio Homes	51,459	50,347
Retail Sales	$67,328,000	$39,851,000
Spendable Income	$109,358,000	$87,491,000

89% of all families own one or more radio sets. Nearly 500,000 persons are KROC minded.

It's
WSPD
In Greater Toledo
Northwestern Ohio and
Southern Michigan
Toledo's NBC Blue Outlet

WSPD dominates in Toledo and its prosperous retail trading area—dominates in popularity—dominates in advertising effectiveness.

In an unbiased check-up WSPD was voted most popular for seven days a week—morning—afternoon and night—cold proof that WSPD dominates in popularity—and by a BIG margin.

Let WSPD build sales dominance for your product in Toledo—in WSPD's retail trading area—and the plus market embraced in its large primary coverage area.

5000 WATTS DAY
1000 WATTS NIGHT

Here's a Real Buy—
WSPD
"Kids Carnival"
A fast moving Hour—each Saturday 10 to 11 a. m. Every child is a star and the show itself has been an established WSPD feature for the past eight years.

WSPD
Toledo, Ohio

John Blair Co.
National Representatives

Agencies

TOM McAVITY, Hollywood manager of Lord & Thomas, and production head on the NBC *Mickey Mouse Theatre of the Air*, after an illness of several weeks returned to his desk April 25. He will continue to produce the weekly show sponsored by Pepsodent Co. through May 15 when it discontinues for the summer.

JAMES G. ROGERS Jr., account executive of Lord & Thomas, on May 1 was to join Benton & Bowles, New York, as vice-president.

JULIET GLEN, formerly with Romig-Fuller & Associates, Seattle, has joined Compton Adv., New York, as a radio writer.

Results COUNT MOST

WLEU
Erie, Pennsylvania
NBC
The Only Station Covering This City of 160,000

WEED & COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK · CHICAGO
DETROIT · SAN FRANCISCO

RAYMOND RUBICAM, board chairman of Young & Rubicam, New York, was in Hollywood during mid-April to confer with Tom Harrington, the agency's West Coast manager. He was also in San Francisco where the agency may open an office.

MILTON J. BLAIR, vice-president and director of J. Walter Thompson Co., Chicago, resigned May 1 and will move to New York. Mr. Blair, with the Chicago office of J. Walter Thompson Co. since 1924, was elected vice-president in 1929 and a member of the board in 1931.

JEFFERSON K. WOOD, who formerly operated his own agency in Los Angeles, has joined Hillman-Shane Adv. Agency, that city, as vice-president and account executive. Wood, who specializes in department store accounts, has brought the following radio users to his new agency affiliation: Los Angeles Railway, Broadway Department Store, May Co., Coulter's Department Store, Barker Bothers, and the Downtown Merchants.

HAROLD JAMES, formerly of J. Walter Thompson Co. and Needham, Louis & Brorby, Chicago, has joined Compton Adv. Inc., New York, as production executive and program manager in the radio department.

LARRY HOLCOMB, radio director of Sherman K. Ellis & Co., New York, underwent an emergency appendectomy at Tarrytown Hospital on April 20. He is expected back at his desk about May 2.

HARRY GAMSON, formerly production man with the Chicago and New York offices of Erwin, Wasey & Co., has joined Morris-Schenker-Roth, Chicago, in a similar capacity.

WILLIS WHITE, formerly advertising manager of Hurley Machine Co., Chicago, has joined the copy staff of Needham, Louis & Brorby, Chicago. Harry Bird, formerly with Pettinger-LaGrange, Indianapolis, has also joined the agency.

Lyle T. Johnston Forms New Agency in Chicago

LYLE T. JOHNSTON, former account executive of J. Walter Thompson Co., Chicago, has resigned to form his own agency, Lyle T. Johnston Co., with offices at 612 N. Michigan Ave., Chicago. Accounts handled by the new agency are Omar Mills Inc., Omaha (Omar flour), Omar Bakeries, Omaha; Dermalah Inc., Chicago (Nacskincream); and Builder's Life Insurance Co., Chicago. Before joining J. Walter Thompson, Mr. Johnston had his own agency in St. Louis.

Mr. Johnston

A radio schedule for Omar Mills will start this fall. Stations will be used in Nebraska, Iowa, Colorado, Western Illinois, Northern New Mexico, Southern South Dakota and Southern Wyoming. Other radio advertising may also be used for Omar bakeries. Omar, a heavy user of radio, placed one-minute spot announcements four times daily April 20-26 on 11 stations in conjunction with a bread baking contest. Grocers gave prizes to winning customers. The complete station list follows: WHO WOW KMMJ KGNF KCKY WJAG WNAX WHBF KOB KOA KDFN.

JOHN E. SHEPARD, formerly secretary and radio director of H. B. LeQuatte Inc., New York agency, has joined the Samuel Croot Co., New York, in an executive capacity.

GEORGE W. CLARK, for ten years city editor of the *New York Daily Mirror*, has opened offices in the RKO Bldg., New York, as George W. Clark Inc. The new firm will handle publicity, promotion, individual exploitation and the marketing of radio, play and movie manuscripts.

PHIL FORTMAN, formerly of the NBC-Chicago press department, and prior to that with International News Service in Detroit, has been appointed publicity head of Robert P. Kahn & Associates, Chicago agency.

CHICAGO BROADCASTERS, new agency, has been formed at 56 W. Washington St., Chicago, with George Franks in charge. The firm also acts as time broker between smaller stations and advertisers.

PAUL DUDLEY, writer on the Lord & Thomas, Hollywood staff, has sold his revamped radio script, *Courage for Love*, to Warner Bros. First National Studios.

MARION KYLE, formerly an assistant producer of Lord & Thomas, Hollywood, has been assigned a part in the motion picture, "Men With Wings".

MRS. DOROTHY U. WEILER, for five years assistant advertising manager of Sperry Flour Co. and previously with D'Evelyn & Wadsworth agency, San Francisco, has joined Emil Brisacher & Staff, San Francisco.

EDGAR KOBAK, vice-president of Lord & Thomas, discussed "Good Taste and Ethics in Advertising" at the annual scholarship dinner of the Advertising Women of New York held April 19.

SWAFFORD & KOEHL, New York agency, on May 1 moves from 551 Fifth Ave. to new quarters at 341 Madison Ave. New telephone number is Murray Hill 6-8860.

KIRSCHNER & Co. has moved its San Francisco offices to new quarters at 354 Pine St.

MRS. PAT DOUGHERTY, for several years a radio writer-director with Blackett - Sample - Hummert, has resigned to form an independent radio program creative and production service in association with Adele Whitley Fletcher, magazine and radio writer. Offices, opening May 1, are at 77 Park Ave., New York.

VIRGINIA GATES, formerly publicity and advertising manager of Saks-Fifth Ave., New York, and at one time with CBS, has joined the publicity and promotion department of Lennen & Mitchell, that city.

KING HARRIS, formerly of J. Sterling Getchell, New York, recently joined the San Francisco staff of Erwin Wasey & Co.

GILBERT KINNEY, a director and vice-president of J. Walter Thompson Co., New York, has been appointed chairman of the board of the American Assn. of Advertising Agencies, succeeding Henry Eckhardt of Kenyon & Eckhardt.

CLARKE ANDREWS, Hollywood producer of Ruthrauff & Ryan, and Claire Trevor, actress, have announced their engagement. The marriage is planned in late summer.

NORMAN ROSE, formerly of Raymond R. Morgan Co., Hollywood, has joined Milton Weinberg Adv. Co., Los Angeles.

MARK C. KUNTZ, formerly vice-president of Yutz Adv. Corp., Glendale, Cal., has joined Faraon Jay Moss & Associates, Los Angeles agency, as account executive.

JOHN DUNKEL, active in Southern California radio advertising work, recently joined McMann Adv. Service, Pasadena.

CAPLES Co. has moved its Los Angeles offices to 412 W. Sixth St.

"BABY TALK" for WOW listeners

John Milton Reynolds, Jr., ten-months-old, records his gurgles for the WOW sound effects man.

Fifteen years ago this month, WOW aired its first program. The infant has now grown into an outstanding figure in the radio industry. When the youngster at left reaches 15, WOW will be a youth of 30 —the youngster that never quits growing!

WOW

OMAHA, NEBRASKA
JOHN J. GILLIN, Jr., Mgr.
John Blair Co., Representatives
Owned and Operated by the Woodmen of the World Life Insurance Society
On the N.B.C. Red Network

Dry Air and Southwestern Sunshine make El Paso a Profitable Cosmetic Market

Women in KTSM's area are among the nation's best prospects for cosmetics, for fine soaps, for everything that aids beauty in a climate not friendly to delicate skins. Excellent stores offer El Paso's appearance-conscious women everything to be found on Fifth Avenue or in Hollywood. You can increase sales of your product in this prosperous market by using KTSM—the only chain station within 300 miles.

NBC Red and Blue Networks

KTSM
EL PASO, TEXAS

MILTON WEINBERG Adv. Co., Los Angeles, has signed three new accounts, National Brands Sales Corp. (food brokers); Weaver-Jackson Beauty Shops and the Mitchell Finance Co., all headquartered in Los Angeles. Extensive campaigns, which will include radio, are being prepared for the three accounts, to start in early May. National Brands will make wide use of community newspapers and regional radio to promote Lovely Brand Prepared Tapioca dessert and other food products and has started a test campaign on KNX, Hollywood, using a six weekly participation in the *Housewives Protective League* program. This is the firm's first radio. Weaver-Jackson Beauty Shops, which has used radio in the past, will again include that media along with newspapers and direct mail. Radio will be used extensively by Mitchell Finance Co. along with outdoor advertising, newspapers, direct mail and other media.

FRED FIELDING, recently transferred from the radio to the new business department of N. W. Ayer & Son, New York, is in Norwegian Hospital, Brooklyn, with a fractured skull and concussion of the brain suffered in a fall at his home April 17.

NORMAN J. PHELPS, has resigned as president of Phelps-Engel-Phelps, Chicago, agency, to become vice-president of Buchanan Co., Chicago. He will be account executive for Associated Distributors, Chicago (Tatoo lipstick).

JAMES GAMMEL, for four years with Benton & Bowles, New York, has joined Compton Adv. Inc., New York, in an executive capacity.

JOE KEELEY, in charge of radio publicity for the New York office of N. W. Ayer & Son, was winner of the grand prize of $500 in the amateur snapshot contest held by Lehn & Fink Products Co., New York, maker of Lysol. Mr. Keeley's small daughter is the subject of the wining picture.

FLORENCE MILES, chief radio copy writer of Schwimmer & Scott, Chicago, left for New York, April 25 on a leave of absence.

DELOS OWEN, formerly director of Blair Productions, Chicago, and later at WGN, with Anthal Albaugh has organized Albaugh - Owen Associates, counsellors in radio and public relations. Offices are at 30 N. La Salle St., Chicago. According to an announcement, the new firm will deal in "radiolations", a "specialized application by business institutions of radio programs and radio technique to their selling and advertising relations with the public." Mr. Albaugh formerly was executive secretary of the Agricultural Club, Chicago, and a McCutcheon-Gerson Service executive.

McCann-Erickson Shift

H. L. PALMER, vice-president of McCann-Erickson, New York, will retire from the agency June 1. At the same time the agency will start a new arrangement, on a "functional basis". There will be five groups, each headed by a vice-president, as follows: L. S. Briggs, vice-president and creative director, will supervise all creative departments, including radio; C. A. Posey, vice-president and service director, will head the service group; Raymond Atwood, vice-president, will be in charge of general business management and general administrative functions; John L. Anderson, secretary and treasurer, will continue as executive of accounting and legal work, and E. D. Hill, vice-president, remains in charge of new business.

Two Advertising Groups Arrange for Conventions

"SHIRT-SLEEVES" meeting of the Association of National Advertisers, closed to all but member companies, will be held at the Westchester Country Club, Rye, N. Y., May 4-6. Speakers will include A. E. Tatham, advertising manager, Bauer & Black, Chicago; O. A. Sanders, advertising manager, the Centaur Co., New York; H. M. Shackelford, vice-president, Johns-Manville Corp., New York: H. W. Roden, president, Harold H. Clapp Inc., New Brunswick, N. J.; Kenneth Laird, vice-president, Weco Products Co., Chicago; Harold B. Thomas, vice-president, Centaur Co., New York; J. F. Apsey Jr., advertising manager, Black & Decker Mfg. Co., Towson, Md.

The annual convention and exposition of the Advertising Federation of America will be held at Hotel Statler, Detroit, June 12 - 16. Lowell Thomas is general chairman of the program committee. Mrs. Bert W. Hendrickson of the New York State Federation of Women's Clubs and member of numerous consumer groups, will be one of the featured speakers at the opening session. Other speakers will be Edward F. McGrady, director of labor relations, RCA; Roy S. Durstine, president, BBDO; George M. Slocum, publisher of *Automobile Daily News* and president of the AFA; Alexander Dow, president, Detroit Edison Co. The conference of the sales managers' division, NAB, will be one of 10 departmental meetings, scheduled for Tuesday and Wednesday mornings of the convention week.

CHICAGO TO RENEW AD CLUB LECTURES

IN THE sixth and final lecture of a series given under auspices of the Chicago Federated Advertising Club, Richard T. Marvin, radio director of J. Walter Thompson Co., that city, on April 21 discussed the organization of an agency's radio department.

After outlining the various divisions of his department, Mr. Marvin said he favored specialized script writers and believed in hiring specialists in comedy, mystery, and drama when the occasion demanded rather than maintain a permanent staff of writers who wrote all types of radio shows. He advocated merchandising by store displays, product tie-ins, direct mail, newspapers, magazines, billboards. Dealers should be invited to all broadcasts so they may acquire personal knowledge of radio production, he stated.

Archibald M. Crossley, president of Crossley Inc., radio research firm, discussed radio survey technique during his talk April 14. "One thing the survey has established," he declared, "is that listeners tune in because of the particular program regardless of what station it is on."

The lectures, which were attended by 60 representatives of agencies, advertisers and stations, were supervised by Marvin Harms, account executive of Young & Rubicam, Chicago. Two series of lectures featuring prominent radio executives will be given next fall, according to Knox Armstrong, chairman of the educational committee of the Chicago Ad Club.

Rexall Spring Drive

UNITED DRUG Co., Boston (Rexall drugs), has started its annual spring one-cent sale with five quarter-hour RCA transcriptions on 200 stations. The discs are heard on five consecutive days, dates varying with stations. The agency is Street & Finney, New York, through Spot Broadcasting Inc.

John H. Schwarting

JOHN HENRY SCHWARTING, 49, vice-president of J. Walter Thompson Co., New York, died at his home in Brooklyn April 24. Mr. Schwarting had been with Albert Frank & Co., as executive vice-president, before joining J. Walter Thompson five years ago.

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

•

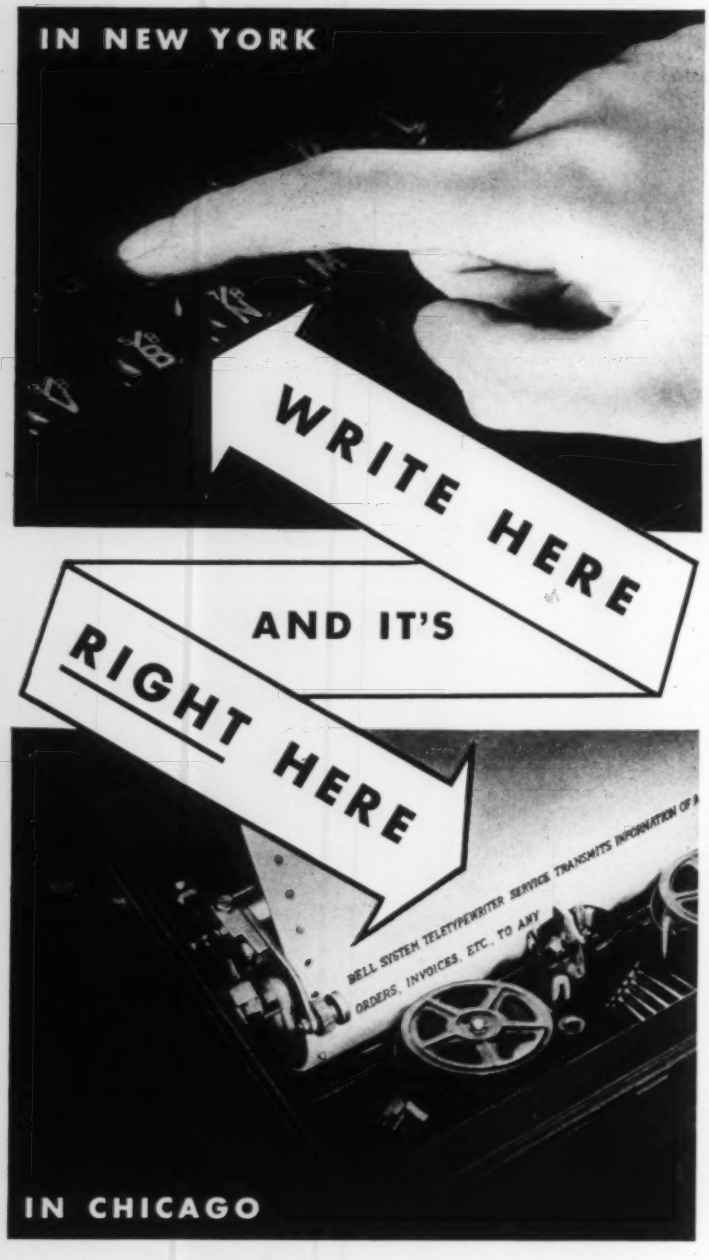
LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

Solely devoted to broadcasting — No connection with any paper, factory or store — but

Ruggedly Independent

WSYR
SYRACUSE

N.B.C.



Teletypewriter service provides written records of transactions between two or more points, regardless of distance.

It works like a typewriter. You write in one place and the message is typed simultaneously at all connected points, with copies for routing and filing.

Here's a perfect set-up for last minute time clearances, script changes, or changes in continuities that affect local announcement cues. Ask your telephone office for complete information.

Reps

FRANK W. MILLER has been elected president and treasurer of Kelly-Smith Co., newspaper and radio station representative, following the death of Cornelius F. Kelly, April 15. At the meeting of the board of directors April 20, other officers elected were: M. Charles Rogers, vice-president in charge of the Chicago office; Fred D. Stahl, vice-president in charge of the Philadelphia office; James E. Mullins, secretary, and Thomas R. Crawford, assistant secretary and treasurer.

GEORGE P. HOLLINGBERY Co., Chicago, has opened a southern office in the Walton Bldg., Atlanta, under the direction of George Kohn, formerly representative for that district for *Time* and *Fortune*. In addition to the main office in Chicago other Hollingbery offices are located in New York, Detroit and San Francisco.

GENE FURGASON, head of Gene Furgason & Co., moved to New York with his family April 23 to assume charge of the New York Office. Cliff Sleininger returned from New York April 21 to assume charge of the Chicago office.

TRANSAMERICAN Broadcasting & Television Corp. has been appointed national representative of WMCA, New York, its 12th station. Other stations are WLW, WCAO, WCAU, WSUN and the 7 stations of the California Radio System (KFWB, KYA, KFBK, KMJ, KWG, KERN, KFOX).

INTERNATIONAL Radio Sales will move its Chicago office after July 1 from the Hearst Bldg. to the sixth floor of the Carbon & Carbide Bldg., 230 N. Michigan Ave. The telephone number, Central 4547, will be unchanged. Naylor Rogers, vice-president of International Radio Sales, is head of the Chicago office.

VIRGIL REITER, vice-president in charge of sales for Transamerican Broadcasting & Television Corp., left New York April 27 to take charge of the Chicago office starting May 2. On May 9, C. P. Jaeger, head of the Chicago branch, will become a member of the company's New York staff. The arrangement is to hold for several months.

WIBW, Topeka, has appointed Walter Biddick Co., Los Angeles, as Pacific Coast representative.

WSAL, Salisbury, Md., has appointed Weed & Co. as national representative.

Watson Joins IRP

LOREN WATSON, for the last four years sales manager of the radio department of Associated Music Publishers, will join International Radio Productions, transcription division of International Radio Sales, as eastern manager, on May 1. In making the announcement Murray Grabhorn, IRS general manager, said that complete program producing facilities are now available in New York and Chicago as well as in Hollywood. Before joining AMP, Mr. Watson was general manager of WIBX, Utica, and WGST, Atlanta, and prior to entering radio was for five years associated with the Victor Talking Machine Co.

Matson Named to Manage Petry Los Angeles Office

CHESTER G. MATSON has been appointed Los Angeles manager of Edward Petry & Co. Inc., station representative, and has established offices in the Edison Bldg. Mr. Matson was a CBS Hollywood account executive for the last 18 months and resigned that post April 23 to take over his new assignment, opening offices on May 1. Before joining CBS he was associated two years with Don Lee Broadcasting System in Los Angeles as account executive. Prior to that he was in the advertising department of various Los Angeles newspapers. He will cover the Southern California territory for Edward Petry & Co. Earle H. Smith, with headquarters in San Francisco, is Northern California representative.

Mr. Matson

A. R. Ketcham, Jr., recently transferred from San Francisco to Hollywood, replaces Mr. Matson as CBS account executive. Mr. Ketcham was at one time assistant manager of sales promotion and advertising of the Tide Water Oil Co. in New York. Before coming to the West Coast he was engaged in agency and media sales and promotion work.

Stanback Placements

STANBACK Co., Salisbury, N. C. (proprietary), has placed one-year schedules varying from announcements to newscasts and quarter-hour musical programs on WDAS, Philadelphia; WBT, Charlotte; WCPO, Cincinnati. One-year renewals have been placed with WFBC, Greenville, S. C.; WPRO, Providence; KMLB, Monroe, La. J. Carson Brantley Adv. Agency, Salisbury, N. C., continues as advertising counsel for Stanback Co.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

There are more national and local advertisers on WDRC than any other station in Connecticut's major market. Through WDRC you, too, can reach this rich, potent market composed of more than a million people. WDRC leads the field!

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM

National Representatives INTERNATIONAL RADIO SALES

WHO (ALONE!) for IOWA PLUS!

DES MOINES . . . . 50,000 WATTS. CLEAR CHANNEL

TRANSCRIPTIONS

B. F. GOODRICH TIRE & RUBBER Co., Akron (tires) and Standard Oil Co. of New Jersey, New York, have taken broadcasting rights to the transcribed Spanish version of the *Charlie Chan* series, for placement on Latin American stations. Irving Fogel Radio Productions, Hollywood, has licensed Pan-American Radio Productions, that city, to produce the programs, to be cut by Recordings Inc., Hollywood.

ROGER LASWELL Corp., Hollywood program builders, has contracted to bring the Sax Rohmer *Fu Manchu* stories to radio via transcription and has started producing the series under title of *The Shadow of Fu Manchu* with Norman Wilson directing. Bob Thompson is writing the radio version. Radio Recorders Inc., Hollywood, is cutting the series.

AEROGRAM Corp, Hollywood transcription concern, under direction of Hal Berger, has cut 20 new quarter-hour episodes of the *In-Laws*, comedy-drama serial, for release in Australia by Pepsodent Co.

KELD, El Dorado, Ark., has subscribed to World Library Service.

NBC Thesaurus is sending to its subscriber stations a new series of photographs and publicity material on programs and artists. Stations are urged to put the material "to useful purpose" through studio, lobby or window displays and newspaper publicity.

CONQUEST ALLIANCE Co. on May 1 moved its Chicago office from 228 N. La Salle St. to 203 N. Wabash Ave. The new telephone number is State 3348.

TRANSCRIPTION department of WSYR, Syracuse, is making a series of weekly quarter-hour programs for the Metropolitan Milk Producers' Bargaining Agency. Ten cuts are made weekly and distributed to New York and Pennsylvania stations taking the account, placed by Barlow Advertising Agency, Syracuse.

BRINCKERHOFF Recording Studios, New York, has leased the ninth and fourteenth floors in their building in addition to the space now occupied. Two studios and two rehearsal rooms will be added, and transcription equipment is being doubled.

Good News Suspending

GENERAL FOODS Corp., New York (Maxwell House coffee), after the June 30 broadcast, will discontinue its weekly NBC *Good News of 1938* program for eight weeks. Ralph Starr Butler, vice-president and advertising manager of General Foods, and Atherton W. Hobler, president, Benton & Bowles, the agency, were in Hollywood April 25 to confer with Louis K. Sidney, M-G-M radio director and supervising producer of the program. No decision was announced of a summer replacement, but it was stated the show would definitely resume in the fall.

Breaks for Pall Mall

AMERICAN Cigarette & Cigar Co., New York (Pall Mall), has started a schedule of station-break announcements on these Florida stations: WJAX and WMBR, Jacksonville; WIOD and WQAM, Miami; WSUN, St. Petersburg; WDAE, Tampa; WFLA, Clearwater. The 30-word announcements are heard at the rate of approximately 10 a week per city, in evening hours. Agency is Compton Adv., New York.

The Other Fellow's Viewpoint . . .

Who Started It?

EDITOR, BROADCASTING:

Can anybody produce evidence of paid commercial sponsorship of a radio program prior to Aug. 28, 1922, when the Queensboro Corp., New York, sponsored a ten-minute talk to promote its Hawthorne Court Apartments in Jackson Heights on WEAF?

If this was the first case where a sponsor bought time on a station for advertising purposes, as all the evidence seems to indicate, it is also significant to note that the time was apparently sold through the medium of radio itself. I make this assertion because the following announcement was being made over WEAF during this same week: "We take this opportunity to announce that this station is now available for public use for the following periods: 11 to 12 noon, and 4:30 to 5:30 on weekdays, also on Thursday evenings from 7:30 until midnight."

The program was broadcast between 5:15 and 5:30 by Mr. Blackwell of the Queensboro Corp. Incidentally, it appears that the advertising rate in effect on WEAF at that time was $100 for 10 minutes.

Prior to this sponsored program, the only paid broadcasts of a commercial nature were apparently those made by the *owners or operators of radio stations*. Thus an advertiser interested in broadcasting started on the assumption that he had to build his own radio station in order to tell his story. Prior to the foundation of WEAF, the Western Electric Co. was flooded with orders for transmitting equipment—210 requests were received from New York City alone! It was in recognition of the confusion and expense which would have resulted that AT&T decided to break the log jam by offering time on their own transmitter to those potential customers whose main purpose in ordering a transmitter was to provide themselves with a radio outlet for the promotion of their products.

Doing this, it perhaps sacrificed immediate profit, but established a sound and thriving industry. I believe this is a fair statement, whether or not AT&T was actually the first to sell time in this way. Nevertheless it would be interesting to discover any prior instance of the actual sale of time by a station operator to a commercial advertiser, and I would appreciate hearing from any reader who can offer concrete evidence along these lines.

E. P. H. JAMES
Adv. & Sales Promotion Mgr.
NBC, New York

MINNEAPOLIS City Council has passed a special resolution congratulating WCCO, that city, on its new studios, referring to WCCO as a "leading force for cultural, news and entertainment broadcasts in the Northwest."

When buying a horse, you check up first on its teeth.

When buying radio time, take a close look at the *station's* "teeth"—its ability to put the "bite" into your sales message—to produce consistent LOW COST RESULTS.

Check up on WIBW's "teeth"! You'll find that they've produced the LOWEST cost per listener . . . LOWEST cost per inquiry . . . and LOWEST cost per sale...in America's Richest Farm Market.

These aren't just figures. THEY'RE PROVEN FACTS!

LOOK BEFORE YOU BUY

WIBW—"The Voice of Kansas"

BEN LUDY, *Manager*

Represented by
CAPPER PUBLICATIONS, INC.
New York—Detroit—Chicago
Kansas City, Mo.—San Francisco

Represented by
WALTER BIDDICK COMPANY
Los Angeles—San Francisco
Seattle

Purely PROGRAMS

BASEBALL is providing alert program men with after-the-game shows of wide listener appeal to sports fans. Four Chicago stations are broadcasting *Baseball Pool*. Listeners pick the winning major league teams, guess the total runs scored by the winners and enclose a 10-word note explaining their choice. Sponsor is Feldman Petroleum Co. and 100 gallons of gas are awarded daily to the winner. If no one picks all winning teams the prize is split 10 ways to closest guessers. Stations: WJJD, WAAF, WHIP, announcements, and a quarter-hour weekly on WCFL.

Seven fans are questioned during *Bob Elson's Baseball Quiz*, a Saturday night show on WGN, Chicago. Cash prizes and free tickets are awarded for answers on leading hitters and trick plays.

KQW

San Jose, Calif.

The only station in rich, agricultural Santa Clara County.

•

To influence buying in 3,161 retail stores place your spot campaign on KQW.

•

Full Mutual - Don Lee Network Schedule

Representatives
John Blair & Company

Psychology and Phone Numbers

ADAPTING a game that is becoming popular in U. S. parlors, CKGB, Timmins, Ont., has started a series during which an announcer quizzes a "professor" about a person that the latter has in mind. First listener phoning the correct name gets a case of sponsor's soft drinks.

CKGB also features a program of transcribed dance tunes with the commercial and the titles of the selections given in rhyme. Listeners phone or mail new rhymes and additional prizes go to the listener who estimates the number of calls logged by phone operators for each program.

* * *

Those Parlor Games

NEW slant on parlor games is *Twenty Questions*, a Tuesday evening series on WIP, Philadelphia. Conducted by Philip Child, an amateur game expert, the game centers around questions asked of the studio audience. Mr. Child leaves the studio while the audience determines some object, then he quizzes them until he finds out what they had in mind.

* * *

Fairy Tale Time

CHILDREN'S program on WOWO, Ft. Wayne, Ind., has created so much interest that three of its episodes have been repeated by popular demand. Titled *Will-O-the-Wisp*, the show consists of old and modern fairy tales.

Wedding Ring Party

ENGAGED couples gather in the studios of KFRC, San Francisco, by special invitation one hour before the Wednesday evening program called *Wedding Ring Party*. After a series of mental tests devised by Wilbur Hall, m.c., four teams are chosen for that evening's contest which consists of matrimonial problems sent in by listeners. All engaged couples attending the show are given favors with prizes for the contest winners. Invitation lists are compiled from records of the local marriage license bureau and at the Albert S. Samuels Co., local jewelers who sponsor the series, when the couples shop for rings. Program has been signed for 53 weeks, through Will Russell & Co., that city.

* * *

Fender Fixer

SAFETY program with a unique slant is that on WOMI, Owensboro, Ky. Drivers who have almost caused accidents are bawled out by an announcer called "Tom Tattler" who gives their license numbers, recreates the scene. Cars with dented fenders are picked arbitrarily by the sponsor, the local Aubrey Gipe Motor Co., and after the license numbers are read on the program their owners can get them fixed without cost.

* * *

Twists

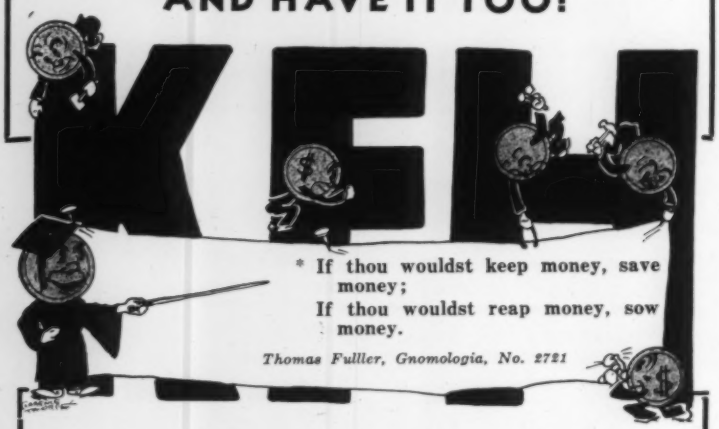
NEW ways to make a crowd happy have been devised by Carl Mark, special events man of WHK-WCLE, Cleveland, who conducts a thrice weekly man-on-the-streeter for the local Yale Clothes Co. For questions submitted by listeners, the sponsor sends handkerchief sets valued at 75c. An average of 12 sets are awarded for each show. People interviewed are photographed by a local photographer who gives them one copy of the picture, charges a slight fee for additional copies.

* * *

For Colored Folk

DESIGNED primarily for a negro audience, KFRO, Longview, Tex., has started a series called *Harlem Revue*, featuring colored vocalists and orchestras. Handbills describing the program have been distributed throughout East Texas.

HOW TO EAT YOUR CAKE AND HAVE IT TOO!



*** "Advertising Dollars" sowed in the rich Wichita Market via radio station KFH makes for a rich crop of new and profitable business—your money back! Plus!**

KFH WICHITA • KANSAS
Basic Supplementary, CBS

National Representatives, **Edward Petry & Co., Inc.**

SUMMER STATIC

Prevents outside station reception. Central Illinois listeners dial W.C.B.S. for clear reception.

WCBS
ILLINOIS 2nd. MARKET

Shots Scooped

COINCIDENCE can hardly explain the scoop scored by KALB, Alexandria, La., who broadcast a gun fight and gave an eye witness account of the battle before the smoke had cleared away. The other noon, Virgil Evans, KALB, program director, and J. C. Watson, staff musician, were doing their regular noontime stint when two local boys shot it out under the studio window. The window was open and many listeners counted the shots. Irv Welch, KALB commercial manager, and Fred Watts, operator, saw the whole thing, scurried to the microphone and told all. Shots went wild.

Loquacious Old-Timers

THREE old-timers of the Northern Minnesota country, famous for its tall timber and tall yarns, were "let loose" in the studios of WHLB, Virginia, Minn., recently and permitted to talk uncontrolled about their reminiscences. Never once prompted, their Paul Bunyan tales and their homely observations of persons and events out of the past were so fascinating that they were permitted by Wayne Byers, program producer, to run seven minutes overtime.

* * *

Another Word Game

REFINEMENT on the old-fashioned spelling bee has started on CBS in a Wednesday evening series called *The Word Game*. Featuring Max Eastman, humorist, all contestants are given a chance to state the meanings of certain words, to use them correctly. The second part of the quiz consists of sentences which entrants grade for grammatical correctness. Later comes a synonym bee and an antonym bee. Winners are given dictionaries.

* * *

Homemade History

HISTORICAL events which have happened in various communities served by the Troy Savings Bank are dramatized during a 15-minute weekly series on WGY, Schenectady, under sponsorship of the bank. Titled *History Was Made Where You Live*, the series features Radcliffe Hall, production chief of WGY, who produces and announces the historical monologues.

* * *

Trouble Shooters

TELLING its listeners how as well as where to get jobs, WHKC, Columbus, O., found employment for 300 persons during its program titled *Trouble Shooters*, the week of April 11. Members of the Ohio State Employment service explained the procedure of getting various jobs, while Budd Sweeney and John Moses, WHKC announcers, listed the jobs available and told of the personal requirements for them.

* * *

Easter Birds

WHEN 40,000 persons attended the Easter services in Colorado's Garden of the Gods, KOA, Denver, picked-up the singing of birds on Cheyenne Mountain by using parabolic microphones, blended the bird songs with the singing of the choir. The program was broadcast on NBC.

BOTTOM—Of Lake Erie was the scene of a broadcast April 18 by Carl Mark, special events announcer of WHK-WCLE, Cleveland, who explored the hull of *SS City of Buffalo*, a lake boat that caught fire and sank off the Cleveland pier in late March.

* * *

Youngsters on Street

STILL another twist to the man-on-the-street idea is that of WMBD, Peoria, Ill., which broadcasts a Saturday series featuring youngsters between 12 and 16 as sidewalk interviewers. Each boy and girl submit their own questions and conduct their programs under the direction of Jack Brickhouse and Howard Dorsey, regular WMBD men-on-street. A prize of $25 is offered for the favorite and each program draws more than 5,000 votes from listeners, according to WMBD.

* * *

Aids to Charity

SO THAT team workers of the local Community Chest and the public may be informed of all its plans, the regular luncheon reports of the Cincinnati Community Chest are broadcast on WCKY, that city.

WTMJ, Milwaukee, thought that local folk would like to know what happens to the money they contribute to the Community Fund, so a series of programs originating from the orphans' asylum, goodwill industries, children's hopital and boys' club has started on WTMJ.

* * *

A Little Thing

LITTLE detail that has helped make the man-on-street program of KANS, Wichita, Kan., very popular is this. Knowing that people like to hear their own voices, KANS transcribes the program on the spot and broadcasts it later in the day. The tie-in is a red card which shows the time of broadcast, includes a personal invitation to listen in. A part of the copy reads, "Hear Your Voice on the Air over KANS, The Bond Bread Bakers invite you, etc."

* * *

The Big Show

PATTERNED after the shows that kids put on in caves, barns and attics, KGVO, Missoula, Mont., has started a Saturday morning series called *The Big Show*. Mary Bills of the KGVO staff, handles the show and a local theatre gives passes to all the children who are chosen for the cast.

* * *

Clean-Up Drive

PARTICIPATING program on KDYL, Salt Lake City, is devoted to a campaign for cleaner streets and homes. The Junior Chamber of Commerce is back of the clean-up drive and local guest speakers include fire chiefs, FHS administrators, park and playground commissioners.

Tuned in Late

PROGRAMS of interest which listeners might have missed are broadcast on WJJD, Chicago, during *Review of the Week*, conducted by J. L. Allabough, WJJD program director. Featured are recordings of outstanding programs broadcast the preceding week.

* * *

Background News

BACKGROUND and significance of foreign events are discussed on WLS, Chicago, during the *International Looking Glass*. Dr. Walter H. C. Laves, a director of the League of Nations Assn., and political science lecturer at Chicago U., talks over foreign news with Edwin Clough of the International Relations Library.

* * *

Socialites

APPEALING to those who read the society columns of newspapers, WTMJ, Milwaukee, has started a series featuring Junior League girls who discuss the activities of their social welfare organizations. Titled *What's New In Milwaukee*, the program is a 25-minute daily participating show.

The Swappers' Club

LISTENERS with something to swap describe on a postcard what they have and specify what they'll take for it. Al Parker, chief announcer of WSYR, Syracuse, acts as middle man each Thursday evening as he conducts *The Swappers' Club*, arranges the exchanges.

* * *

Facts on Meat

NEW angle in merchandising meats is used by KDYL, Salt Lake City, in a series called *Standard Meat Market Inside Facts*. Idea consists of personal interviews with department heads of the market who give expert opinions on meat cuts, behind-the-scene descriptions of the market's activities.

* * *

Shiners

SHOESHINERS gathered in the studios of WBT, Charlotte, on April 30 to compete for "best shine" title under the direction of Program Director Charles Crutchfield. A carton of polish and a dozen shine rags went to the winner of a contest that aroused no little listener interest, says WBT.

For Better Reading

DESIGNED to make students realize the fun in finding worthwhile books, a Monday afternoon series has started on NBC-Blue network called *Adventure in Reading*. Each episode is complete in itself. Mark Twain, Admiral Richard E. Byrd and Alan J. Villiers are among the authors to be dramatized and all subjects are chosen from the reading lists for junior high schools compiled by the National Council of Teachers of English.

* * *

Sports Roundup

LOCAL and State sports are highlighted during *Sports Incorporated*, a weekly roundup on KIDO, Boise, featuring Vern Moore, KIDO sports reporter. In addition to summarizing all sporting events, Vern interviews a local athletic favorite, predicts things to come in the sporting world.

* * *

MEREDITH WILLSON, NBC western division musical director, Hollywood, will be the subject of a biographical article to appear shortly in *Good Housekeeping* magazine.

THE WOWO FAMILY *

ANNUALLY SPENDS $53,749,000 FOR CLOTHING

It takes a lot of clothing to meet the needs of the 2,143,412 people who compose the WOWO Family. Annual sales of the retail apparel stores in the area served directly by WOWO amount to more than a million dollars a week. (Annual total, $53,749,000 in 1935).

WOWO, blanketing this rich midwestern market, is always the dominant influence on the buying habits of its big family. Details of a recent and very unusual accomplishment in the clothing field will be sent promptly on request.

Westinghouse Radio Stations, Inc.

FREE & PETERS, National Representatives

*Residents within the WOWO Primary Area

2,164 OUTLETS

The big WOWO Family lives in 61 counties of Indiana, Ohio and Michigan. Apparel stores alone include 2,164 progressive establishments. Annual retail sales of all kinds in the WOWO area total $515,380,00 (1935).

WOWO

FORT WAYNE • INDIANA

10,000 Watts; 1160 Kc.
NBC Basic Blue Network

INDIANA'S MOST POWERFUL RADIO STATION!

CLARK
for
QUALITY
in
ELECTRICAL
TRANSCRIPTION
PROCESSING!

Quality recordings require *quality* processing. That's why leading transcription manufacturers and radio stations specify CLARK pressings.

For 20 years CLARK has been the standard in electrical transcription and phonograph record processing. Both wax and acetate "masters" get careful skillful supervision. They come out right when CLARK does them.

For *quality* processing—say CLARK.

Clark PHONOGRAPH RECORD CO.
NEWARK · N · J ·
216 HIGH ST.
HUmboldt 2-0880

Studio Notes

HARRY MARTIN Enterprises, Chicago, news feature firm, is now putting out a special sports feature. Stations that have purchased the feature include WGBI, KFEQ, WICC, KARK, WEBR, and WEOA. The complete feature consists of a daily release of *Sport Sparks*, a five-minute program of oddities and unusual stories about baseball and its players; a weekly quarter hour summary of baseball games played and predictions for the next week's games, and 25 questions about baseball to be used with man on the street or studio participation programs.

KGVO, Missoula, Mont., aired two special broadcasts April 20 from the scene of a flood near St. Regis, Mont. Verne Sawyer, KGVO special events announcer, and Tom Atherstone, chief engineer, drove for 27 hours to set up shortwave equipment and broadcast from the flood region where spring rains and melting snows had disrupted service on three transcontinental railways.

ALTHOUGH the stock of the WCCO Artists Bureau has been sold to CBS, the bureau will continue to function apart from the CBS Artists Bureau, according to Earl H. Gammons, general manager of WCCO, Minneapolis.

KGER, Long Beach, Cal., on April 25 became the southwestern headquarters of Transradio Press Service, according to C. Merwin Dobyns, manager. An expanded news bureau, with reporters and telegraphers, has been established at the station and shortwave receiving apparatus installed to take Transradio's reports.

NEW $40,000 transmitter tower of KOIN, Portland, Ore., will be dedicated May 5 in a nationwide broadcast on CBS.

WBLK, Clarksburg, W. Va., celebrated its first anniversary April 12 by saluting the 183 sponsors who had advertised on WBLK during the year. Staff members were interviewed so that listeners might better know the station personnel.

NBC western division, Hollywood, has created a program board which meets weekly for the purpose of thrashing out broadcasting problems. Group is headed by John Swallow, western division program manager and includes his assistant, Marvin Young; Walter Bunker Jr., production manager, and Andrew Love, head of the literary rights department.

KPDN, Pampa, Tex., broadcast emergency messages for 36 consecutive hours when a blizzard struck northern Texas April 7. The station raised a relief fund of $2,300 in a special three-hour program. Manager Sid L. Patterson and the KPDN staff received widespread commendation for their civic service.

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate 1000 Watts
$50,000,000
Tourist Business
—yearly in North Carolina. And the ONLY blanket radio coverage of tourist-favored Western North Carolina, the mountain area, is over WWNC. The big months for visitors and vacationers lie just ahead. Start your WWNC schedule AT ONCE!

ONE WAY—Of earning a living and getting on the air is to loll inside an ice cake, like a stunt man did at the 1938 electrical exposition held in Philadelphia in late April. WIP broadcast the event.

CHANGES in the time schedules of news broadcasts shortwaved to Latin American countries by W2XE have been made necessary by the switch in this country to daylight saving time and the change in South America from summer to winter time. Effective April 25, the changes are: Alberto Zalamea's news broadcasts Monday through Friday are heard at 7:45-8 p. m. instead of 6:45-7; Americo Lugo-Romero's news broadcasts on Saturdays and Sundays move from 6:45-7 p. m. to 7:45-8 p. m., and his Wednesdays broadcasts move from 7:45-8 p. m. to 8-8:15 p. m. A new program of dance music has been added to the schedule and is heard Wednesdays at 8:15-8:30.

WCBD, WGES and WSBC have taken over the second floor of the Madison-Western Bank Bldg., Chicago. Two extra studios and additional sales offices are being built. The three stations are managed by Gene Dyer.

DURING a campaign April 20 to raise funds for a children's sanitarium, WGN, Chicago, and Mutual broadcast the faulty beating of a little girl's heart, one of the convalescent cardiac children.

KMPC, Beverly Hills, Cal., to acquaint the public with the operation of a radio station, has inaugurated a Monday "night school" class as a weekly feature. A different group of 100 persons is invited each week to attend and spend two hours at the station to discuss radio with technicians, producers, announcers and other staff members who are on hand to answer questions and explain various phases of the industry.

WHEN 600 students of various U. S. colleges attended the National Student Congress at Topeka, Kan., April 20, WIBW, that city, broadcast a half-hour program of interviews under the direction of Art Holbrook and Hilton Hodges, WIBW special events announcers. The Congress met in the State Capitol and WIBW broadcast several remotes.

WHEN 88 high school students of Center Point, Ia., recently staged a sitdown strike, WMT, Cedar Rapids, broadcast an on-the-scene remote. Douglas B. Grant, program director of WMT; Benne Alter, announcer, and Ross Wilson, engineer, handled the broadcast.

WDSU, New Orleans, on May 1 expects to have an additional studio of ultra-modern design in its quarters in the Hotel Mentelone. The station's engineering department has also installed permanent microphone and amplifier on the desk of Mayor Maestri in the city hall, so that he can broadcast fireside chats and interviews regularly from his office.

KIRO, Seattle, has opened a remote control auditorium equipped to serve as a demonstration room, model kitchen and home service department. The auditorium seats 200 persons. Under the direction of Helen and Isabel Malloy, six half-hour weekly programs will originate from the new location. Among the series is a Saturday morning cooking school for children.

KMOX, St. Louis, is offering a baseball trophy in the name of France Laux, its ace baseball announcer, to the St. Louis Preparatory League this season. The trophy was put on display in the downtown sporting goods store operated by George Sisler, one time first baseman of the St. Louis Browns, following which it is scheduled to be put on exhibition at each of the member schools in the preparatory league.

W2XE, CBS shortwave station, has added another news broadcast directed to Europe. Press Radio news and morning stock market prices are shortwaved in English five days a week at 1:30-1:35 p. m.

KDON, Monterey, Cal., has opened a remote studio in Santa Cruz in addition to its studios in Salinas. All studios are equipped with turntables, record libraries, operate on a 24-hour wire service.

WHBF, Rock Island, gave a dinner and entertainment on April 22, for 75 manufacturers' representatives of the Tri-Cities at the Hotel Fort Armstrong, Rock Island. Clair Heyer, national sales manager of the station, was in charge of arrangements. Part of the meeting was broadcast on WHBF.

RADIO ENGINEERS were honored recently during the last program of *Adventures That Made America*, a series devoted to dramatizations of great industries and great leaders. Four remote shortwave broadcasts were aired from an airplane high over the city, from a Government boat up the Cumberland river, from the Chickamauga dam 200 miles distant, and from a downtown street. The program demonstrated a new micro-wave transmitter atop the WSM building designed by Chief Engineer Jack DeWitt for uninterrupted broadcasting should the line to the transmitter 12 miles away be broken.

WNYC, New York, on April 14 starts a series of weekly broadcasts designed to stimulate interest in jury service. Arranged by Archibald R. Watson, clerk of New York County, the series of six programs will include talks by District Attorney Dewey and Mayor La Guardia.

WCKY, Cincinnati, has started a weekly 15-minute series of safety programs in cooperation with the local Traffic Safety Council. Later a dramatic series of safety shows will be carried by WCKY as a part of the campaign.

KIRO, Seattle, has started a weekly series called *Think Safety* featuring Announcer Maury Rider in interviews with traffic experts, both municipal and State.

WMBH, Joplin, Mo., is broadcasting a series of 12 programs from communities within its trade area featuring local school talent. Called *Marvel Magic Carpet*, the thrice weekly program is sponsored by the Marvel Bread Co., Miami, Okla.

YOUNG couples clutching brand-new marriage licenses appear on WHN, New York, during *Marriage License Romances*. The participants, gleaned from the applicants at City Hall, tell the radio audience how they met and fell in love.

WKY, Oklahoma City, recorded an inquiring reporter program at a recent meeting of the local ad club and played it back before the meeting was over.

JOHN STEELE, veteran foreign correspondent and special representative in Europe for the Mutual, will be heard every other Sunday afternoon, effective May 1, via shortwave from London.

Donald W. Thornburgh

(*Continued from Page 45*)

casting from Hollywood and the future promised many more. Hollywood was on its way toward becoming an important radio center when Mr. Thornburgh was elected a vice-president of CBS and given the responsibility of managing the entire Pacific Coast division. That was in June 1936.

He then went to the Pacific Coast for the first time in his life. The original job was to set up and direct operations from the Hollywood studios of the newly acquired KNX, but on arrival in that city, the new vice-president immediately realized that they were inadequate for the CBS expansion program. New studios and executive offices were imperative. New facilities to accommodate the influx of anticipated network programs were needed immediately and Mr. Thornburgh went to work on plans for new studios.

Don Thornburgh has an impressive personality. He is six feet, one inch tall, and weighs 200 pounds. His eyes are blue and he has brown hair. When he speaks he commands attention. He was born in Indianapolis in 1894 and graduated from the Manual Training High School in that city at 17 years of age to enter Indiana University.

It was during his undergraduate days that he first gained a practical knowledge of human nature by participating in student activities. He managed the first Indiana State High School basketball tournament sponsored by the University and was a prominent member of his class. His graduating class included such later well known public figures as U. S. Senator Sherman Minton, Ex-Governor of Indiana and now Governor-General of the Philippine Islands; Paul V. McNutt, Adjutant-General of Indiana; Elmer Straub and others. He graduated in 1915 with an AB from the college of business administration, Indiana University.

His first job was in the sales department of a manufacturing concern in Andrews, Ind., of which he later became the director as well as head of promotion. In the spring of 1917 he enlisted in the first Officers Training Corps and was commissioned a first lieutenant in the Field Artillery. In 1918 he was sent to France with the AEF and a short time later was commissioned captain.

The next year he returned to the United States with the one desire to settle down in the quiet of a small town. This he did, in Huntington, Ind., where he joined the Wasmuth - Endicott Co., manufacturers of kitchen equipment, as salesman. He remained with the organization 10 years, becoming vice-president in charge of sales and advertising and also a member of its board of directors. In Huntington he met the future Mrs. Thornburgh. She was Julia Kelsey, visiting from Ft. Wayne, when they met in 1920. A short time later they were married. In 1924 a daughter was born and they named her Barbara.

In 1928 the Thornburgh family moved to Chicago where they remained until 1936, when his appointment as CBS vice-president transplanted one household to Los Angeles.

Don Thornburgh is a Phi Kappa Psi, and as head of the CBS Pacific network limits his affiliations to the All Year Club of Southern California Ltd. of which he is a board director; the Los Angeles Better Business Bureau; Los Angeles and Hollywood Chamber of Commerce; Los Angeles Country Club and the California Club. Mr. Thornburgh goes in for sports occasionally, particularly badminton and golf. His life is largely his work.

No Air for Inmate

THE fifth broadcast of *Thirty Minutes Behind the Walls* on WBAP, Fort Worth, originating at the Texas Prison, Huntsville, made headlines when W. W. Stansberry, featured guitar playing inmate slated for duty on April 20, escaped the night previous to the broadcast. Although recaptured, the erstwhile radio star will be denied the privilege of appearing on the already famous WBAP half-hour produced and presented entirely by prison inmates. On the WBAP newscast previous to the broadcast it was announced that "Since Mr. W. W. Stansberry, prison radio star, took the air last night he will not apppear on the air tonight."

New Phillips Serial

CHAS. H. PHILLIPS Chemical Co., New York (Milk of Magnesia), on June 6 will start *Stella Dallas*, five-a-week serial, on 43 NBC-Red stations. The program has been running on WEAF only, under the sponsorship of Tetley Tea Co., and has been heard for its new sponsor on 11 Canadian stations during the winter. On May 27 *How to Be Charming*, which has been on NBC - Red for Phillips' facial cream, will be dropped. Agency is Blackett - Sample - Hummert, New York.

GOING PLACES!

You probably wear, smoke or sleep under products of this industrially famous market. This territory is famed for its consistent activity. Yours to tap through the sales power of—

For Sales at a Profit

WAIR

Winston-Salem, North Carolina

Bryant, Griffith & Brunson
National Representatives

WNAX

5000 WATTS (L. S.)
1000 WATTS NIGHT
570 KILOCYCLES
YANKTON, SO. DAKOTA

ADVERTISERS such as—

- ALLIS CHALMERS MANUFACTURING COMPANY
- THE CROWELL PUBLISHING COMPANY
- J. A. FOLGER COFFEE COMPANY
- SALKIN AND LINOFF, INCORPORATED
- PAXTON AND GALLAGHER (Butter-Nut Coffee)
- SEARS ROEBUCK AND COMPANY
- GENERAL MILLS, INCORPORATED
- LUCKY STRIKE CIGARETTES
- CHEVROLET MOTOR COMPANY
- CHESTERFIELD CIGARETTES
- CAMEL CIGARETTES
- CHRYSLER CORPORATION
- FORD MOTOR COMPANY
- GENERAL FOODS (Calumet Baking Powder, Huskies, Post-Toasties)
- LEVER BROTHERS (Rinso, Lifebuoy, Spry)
- LUX TOILET SOAP
- PALMOLIVE SOAP
- SKELLY OIL COMPANY
- U. S. TOBACCO COMPANY (Kentucky Club)
- PROCTER & GAMBLE (Oxydol and Dreft)
- SUPERSUDS
- PHILLIPS PETROLEUM COMPANY
- THEO. HAMM BREWING COMPANY

realize WNAX maintains a large listening audience during the summer months. Your summer business placed on WNAX will continue to show an increase in your sales as it will for any one of the above fine products.

Call the Howard H. Wilson Company, with offices in New York, Kansas City and Chicago. They will be pleased to give you details of the unusual market WNAX offers.

FERGIT CHINA, BOYS— BUY LOUISVILLE!

When Louisville merchants want goods moved off their shelves, they call on WAVE to do it. A full-week check of local Louisville programs showed that Louisville merchants bought nearly *one hour* on WAVE for each *ten minutes* on any other Louisville station! . . . *One reason only*—cold cash returns per radio dollar—prompts their decision about Louisville stations. If that's *your* reason, too, use WAVE to cover Louisville—at less cost!

An N. B. C. Outlet

National Representatives:
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

Music Pact for Independents

(*Continued from page 20*)

work affiliates who have signed the IRNA agreement.

There was also considerable debate over the length of the contract. The broadcasters' committee asked for a five-year contract; AFM offered one-year contracts; compromise on the two year period is generally satisfactory as it affords a reasonably early opportunity for change if the present agreement, which is frankly experimental, works undue hardships on the stations or does not result in the increased employment hoped for by the musicians. Matter of open shop, asked by the broadcasters, and closed shop, asked by the AFM, was also discussed at great length. Result was to omit this question from the agreement entirely, leaving the employment of other than staff musicians outside the quotas a point to be settled individually by each independent station and its local union.

Fiercest discussion, however, which raged until past midnight on Friday and at several points nearly broke up the negotiations altogether, resulted from a request of the broadcasters that, if a majority did not sign and the agreement fell through, the union agree not to penalize the stations that have shown their good faith by signing the agreement, but to allow them the continued use of transcriptions and phonograph records. At first refusing even to consider such a proposal, the union executives finally offered to permit stations which had both signed the agreement and actually employed AFM members as staff musicians under their quotas the continued use of recordings even if the general agreement did not come about, but reserving the right to withdraw their members from the manufacture of further transcriptions and records.

The Radio Viewpoint

The broadcasters' committee rejected this offer as unfair to the exempt stations and the clause was dropped from the agreement. However, the AFM board gave the committee its assurance that every consideration would be given stations signing the contract, even in the event of final failure to secure a satisfactory majority.

The nine-man committee of independent broadcasters met in New York April 18 and remained through the week. At the conclusion of the negotiations, Lloyd C. Thomas of WROK, Rockford, Ill., chairman, said his committee was well satisfied with the outcome of the negotiations and that they would continue to function in presenting the plan to the nonnetwork stations. He said that despite strenuous arguments with the AFM board he felt these union executives had made every effort to see the broadcasters' point of view and that the meeting culminated with mutual good will and respect.

The committee, he added, had taken into consideration the fact that it represented small stations in small cities as well as larger ones in metropolitan centers and had tried in all of its negotiations to view the effects of each clause in the agreement on all classes of independent stations. He expressed the hope that the committee had accomplished two things: First, worked out a solution to the AFM demands that would be acceptable to the majority of the independent stations, and second, proved to these stations the value of organization and convinced those not members of the NAB to join the association.

In addition to Mr. Thomas, the committee includes: Harold A. Lafount, WELI, New Haven, vice-chairman; Gregory Gentling, KROC, Rochester, Minn.; Stanley Schultz, WLAW, Lawrence, Mass.; H. Bliss McNaughton, WTBO, Cumberland, Md.; C. Alden Baker, WRNL, Richmond; Frank R. Smith Jr., WWSW, Pittsburgh; Jack R. Howard, WCPO, Cincinnati, and Edgar Shutz, WIL, St. Louis. Messrs. Lafount, Baker, McNaughton and Howard were named as a subcommittee to supervise the final draft of the agreement, working with Stuart Sprague, the committee's attorney, and AFM officials. The sessions with the AFM board were also attended by Everett Revercomb, NAB auditor, and N. J. Healy, associate attorney of Mr. Sprague, who was out of town during the week.

The AFM has accepted this draft, which has been approved by the NCIB subcommittee and is now being sent to the full committee for its approval. Following its approval, contracts will be sent to all independent stations and to all local unions for individual negotiation.

FLORIDA APPEALS ASCAP INJUNCTION

A DIRECT appeal to the U. S. Supreme Court from the interlocutory injunction granted by the three-judge Federal District Court in New Orleans April 4 to ASCAP restraining the State of Florida from instituting any proceedings under the special anti-ASCAP statute adopted by that State, was taken April 25 by the Attorney General of Florida.

Among other things, the State held that the question involved in the appeal is the jurisdiction of the District Court to take any action other than dismissal of the bill. It contended that neither ASCAP nor any of the individual complainants established they would sustain a loss of more than $3,000 by complying with the Florida statute. Such a positive showing of damage is essential to establish Federal jurisdiction.

The State challenged also the right of a combination of copyright owners admittedly organized for price-fixing, to invoke the aid of a Federal court "to assist in the furtherance of monopolistic practices."

Counsel for the State are Attorney General Cary D. Landis, Assistant Attorney General Tyrus A. Norwood, in direct charge of the case, Lucien H. Boggs, Jacksonville attorney, and Andrew W. Bennett, former special assistant to the U. S. Attorney General in charge of copyright litigation.

At ASCAP headquarters in New York it was reported that the Rhode Island Legislature had adjourned without acting on a pending anti-ASCAP bill.

BOB GARRETT, Hollywood commentator, whose motion picture studio credentials were rescinded by the Will Hays office several weeks ago because of unethical statements made during a broadcast, has been reinstated. He has also been rehired by KEHE, Los Angeles, and is now writer-producer of the weekly *Bureau of Missing Persons* program. Garrett was suspended and dismissed from KEHE after he had assertedly charged during a broadcast that a major film studio made pictures of an actor after the latter had died on the set.

THE MOST POWERFUL STATION

between
St. Louis
Dallas and
Denver

Covers the Heart of the Triangle

25,000 WATTS
NATIONALLY CLEARED CHANNEL
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO
"THE VOICE OF OKLAHOMA"—TULSA

KGMB HONOLULU
KHBC HILO

First in Coverage
First in Listener Preference
First in Advertising Volume

FRED J. HART,
President and General Manager
San Francisco Office, Californian Hotel
Representatives:
CONQUEST ALLIANCE COMPANY
New York, 515 Madison Ave.
Chicago, 228 N. LaSalle St.
C. P. MacGREGOR
729 S. Western Ave., Hollywood

In the CONTROL ROOM

WILLIAM G. H. FINCH, former assistant chief engineer of the FCC, now operating the Finch Telecommunications Laboratories, New York, and specializing in the development of facsimile, has been issued Letters Patent No. 2,110,548 covering an electronic distributor and No. 2,109,776 covering a sound recording system by the U. S. Patent Office. Patent No. 2,113,401 covering a phonographic apparatus has also been issued to Alfred N. Goldsmith, former chief engineer of RCA, now a consultant in New York, while John V. L. Hogan, operator of WQXR, New York, was issued Patent No. 2,111,776 covering a recording paper system.

G. E. SARAULT, formerly with Northern Electric Co., is now chief engineer of CBF, Montreal, whose 50,000-watt transmitter is located at Vercheres, Que. W. A. Shane has been transferred from CRCT to be assistant chief engineer of CBL, Toronto.

ERNEST GRAHAM has joined the engineering staff of WIND, Gary, Ind.

W. R. CRANE and G. J. Maki have been added to the transmitter staff of WMAQ and WENR, Chicago.

AL EISENMENGER, NBC-Chicago engineer, is accompanying Wayne King on his six-week tour, handling the pick-ups for the Tuesday night NBC broadcasts.

LESTER MILES of the NBC engineering staff, has become engaged to Jeanne Marchant of Brooklyn.

THOMAS F. SIMPSON has been appointed chief building engineer of the new CBS Hollywood studios.

W. H. HARDY, formerly of KMTR, Hollywood, has joined the engineering staff of KPMC, Bakersfield, Cal.

RAY KELLY, head of the NBC New York sounds effects department, was in Hollywood in mid-April checking facilities at the network's West Coast headquarters.

ROBERT A. BRADLEY, of the CBS New York engineering department, after several weeks in Hollywood supervising audio installation at the new West Coast studios, has returned to the East.

BEECHER B. HAYFORD, chief engineer of WCOA, Pensacola, Florida, has been appointed to the National Advisory Committee on Radio for the New York World Fair.

ROBERT SHOVEROCK, Fred Haake, Willis Ware and Ernest Graham have been added to the engineering staff of WJJD, Chicago. Ware was formerly with WILL, Urbana, Ill.

VICTORIA GEIGER, until recently secretary to C. W. Farrier, NBC television coordinator, was married April 23 to James Wood Jr., NBC engineer.

MEL COOPER, Transradio operator of KELD, El Dorado, Ark., has returned to his desk following an illness from influenza.

SILVIO CARANCHINI has been transferred from the announcing to the engineering staff of WGY, Schenectady.

MEL WRIGHT, of the engineering staff of KSL, Salt Lake City, is the father of a baby boy born April 14.

FRANK OTTOBONI, engineer of KGER, Long Beach, Cal., while visiting his home town of Sonora, Cal. in April addressed students of the local high school on technical phases of radio.

BOB KANIA, studio engineer of WBBM, Chicago, and Mary Alice Shaughnessy of the commercial department, were married recently.

DORIS RUUTH, secretary for the past three years to Robert M. Morris, NBC development engineer, has become engaged to Charles Townsend, who was transferred from Chicago to the development division last October.

FLOYD JONES, Milton Korf and John Krizek, engineers of WBBM, Chicago, are studying flying from Jack McCormick, announcer of WBBM, who holds a transport pilot's license.

Chief Engineer of FCC Given Wider Functions

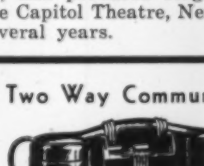
ROUTINE actions by the FCC Chief Engineer encompassed under Order 28, issued last November, were broadened to include additional functions under an amendment announced last month by the FCC. The chief engineer hereafter is authorized to determine upon application for the signature of the secretary, the following matters, in addition to those included under Order 28 as originally adopted and afterward amended:

Extensions of time within which to comply with technical requirements specified in authorizations, orders and rules or releases of the Commission; changes in equipment necessary to comply with technical requirements specified in authorizations, orders, rules or releases, (except formal applications); representations of compliance with technical requirements specified in authorizations, orders, rules or releases (except formal applications); operation with licensed, new or modified equipment at a temporary location with a temporary antenna system in case of an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operating at the licensed location.

Morton H. Harris

MORTON H. HARRIS, 44, M-G-M production assistant and writer on the NBC *Good News of 1938* program, was killed April 24 when the auto he was driving skidded on a wet road and rolled 300 feet down a steep slope after colliding with another machine. Mrs. Harris, 39, died two days later as a result of injuries in the same accident. Harris was formerly production assistant of WHN, New York, and was brought to Hollywood recently by Louis K. Sidney, M-G-M radio director, to work on the General Foods program. At one time he produced radio shows for the Union Oil Co. and Goodrich Rubber Co. in Los Angeles and was Pacific Coast manager of Waterson, Berlin & Snyder, music publishers. He wrote songs for Pathe during 1929-30, and produced stage shows at the Capitol Theatre, New York, for several years.

Two Way Communication



List Price $15 Per Station

Inter-office, remote studios, office to office, house to garage. Hundreds of other uses. Simple to install. Any number of 'phones on same line.

Microphone Division

UNIVERSAL MICROPHONE CO., LTD.,

424 Warren Lane, Inglewood, Calif., U.S.A.

CREI Acquires Building To House All Facilities

CAPITOL Radio Engineering Institute, Washington, which offers residence and home-study training in radio engineering, has moved to 3224 16th St., N. W. The new location, former mansion of Breckinridge Long, will house the complete residence school, laboratories, shops, equipment, classroom, dormitories, offices and home-study course departments. Founded in 1927 by E. H. Rietzke, CREI president, the school has offered a one-year residence course for the last five years. More than 250 stations employ one or more of its graduates, according to Mr. Rietzke. A new CREI class will convene Sept. 19.

Omaha Recalls

ON ITS recent 15th Anniversary, WOW, Omaha, broadcast a bang-up special events program participated in by its 50 employes. One stunt was the airing of a mythical flood with four shortwave transmitters in use at the same time. This broadcast from a local lake was designed to show the power of radio in a flood emergency. Milestones in WOW's history were dramatized in a series of black-outs and a human heart beat was broadcast, the same heart beat aired on WOW's first special events program 15 years ago.

WBIG, Where Business Is Good IN GREENSBORO, N.C.

Within the range of Greensboro's WBIG is a closely knit trading area of 24 counties (four in Virginia) with total Effective Buying Income of more than $356,600,000; and total Retail Sales of over $203,250,000. In this area in 1937, were sold 19,719 new cars. Other indices show equal sales activity. THIS IS A MARKET!

A Columbia Station!

Geo. P. Hollingbery Co., National Representatives

Write Edney Ridge Director for "Facts and Data"

COMPACT • CONVENIENT • ACCURATE

This new adjustable attenuator is one of the handiest gadgets a broadcast studio can possess. It is small, accurate and reliable. It will:

- 1. Change operating levels in exact 10-db steps between 10 and 70 db.
- 2. Provide a taper pad to change impedance levels up or down between 500 and 250 ohms or 500 and 50 ohms.
- 3. Pad out between telephone lines and studio equipment or between mixers and amplifiers, or in any other position where attenuation isolation is desired.

It is housed in a cast aluminum case; it can be stored conveniently between the channels of a relay rack or on top of a studio amplifier; its resistance cards are all wire wound and are accurately adjusted.

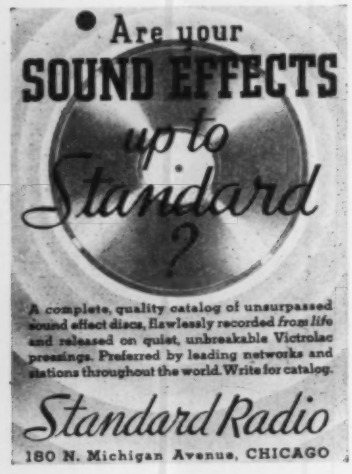
Try one of the Type 449-A Adjustable Attenuation Networks . . . we know you will like them. Price: $70.00

• *Write for Bulletin 273 for Data*

GENERAL RADIO COMPANY
CAMBRIDGE, MASSACHUSETTS
New York Los Angeles

Montana Default

A PETITION asking the FCC to grant further extension of time for the construction of KDNC, Lewistown, Mont., has been filed by its proposed operators, the publishers of the *Lewistown Democrat-News*. The station was authorized for construction in 1936, to use 100 watts night and 250 day on 1200 kc. After frequent grants of extensions of construction permits, the FCC recently ordered the latest CP in default after it expires early in May. The petition asks for another extension, the proposed operators stating they hope to complete construction sometime this year.


Are your
SOUND EFFECTS
up to
Standard
?
A complete, quality catalog of unsurpassed sound effect discs, flawlessly recorded from life and released on quiet, unbreakable Victrolac pressings. Preferred by leading networks and stations throughout the world. Write for catalog.
Standard Radio
180 N. Michigan Avenue, CHICAGO

Propaganda Debate on Town Hall

(*Continued on Page 36*)

great banks of America—another great symphony orchestra, but interrupted for those precious five minutes while an economist, notorious as an apologist for big business, pours his propaganda into the listening ears of millions. And who can afford the money to put on a counter-blast that people will listen to and do it regularly, week after week?"

Going on to propaganda as it appears editorially in newspapers, Mr. Flynn said: "But after all, our papers have a better record than the radio. The newspaper still writes its own news and composes its own editorials. They do have a bias in favor of advertisers. But they do not rent their editorials to advertisers. You still do not see over the editorial page of your newspaper the legend that these editorials are coming to you through the courtesy of a crazy crystal corporation." Suggesting that the only final defense is education, he continued: "I would prevent advertisers from using the radio for political propaganda. Let them put on their symphony orchestras, their swing bands, their crooners and their jokesters. But let them not be permitted to use the air, which belongs to the nation, to slip over their immature and selfish political and economic propaganda with their news crooners, their hired professors and their highly-paid and therefore subservient commentators. Let them talk about the glories of their pills, their breakfast foods, their soaps, and their motor cars, but let them not use their advertising programs to sell their political nostrums.

"I don't want to end propaganda. Men will never get over the itch to sell their ideas to the world. I merely want to protect that poor, pushed around monster, the mass mind, from being exploited only by the monied groups in our society."

Part of Democracy

Frank Kent said: "Propaganda is part of the democratic process. Without it our system would function very badly and our politics would be absurd . . . I do not say that harm has not been done by propaganda, that the people have not at times been misled and that it does not contribute to the general muddy-mindedness of the public. I do say, however, that I do not see how it can be regulated without regulating free speech; and I do say that propaganda and propagandists—even paid propaganda and paid propagandists—are essential in our system, and that, making due allowances for the abuses, there is nothing inherently wicked about them; quite the contrary. How else does an interest, and industry, or an individual under attack, in Congress or in any other legislative body, defend itself or present its side except through propaganda? What other protection have they against a raid on their rights? So long as it isn't corruptly spent, what is wrong in such spending?"

During the meeting's question period, the query was raised: "Isn't it all right for a business such as the Chase National Bank to put on a program to give counter propaganda to what is being handed out in Washington?" Mr. Flynn's answer was, "Well, the President in Washington is just waiting for us to get off the air now, to get on the air. He has not been on the air, I think for about seven or eight months, but these programs I have been talking about—and, mind you, I am no advocate of the President—are on every week, week after week, pouring out stuff with a hired economist into the ears of the American people and using a great symphony orchestra in order to get attention. In place of the technique the old orators used, which was the *exordium* of the orator himself—he had to tell a funny story to get you interested and then tell you what he had to say—they now have a three or four thousand dollar orchestra to get you to listen to them and then they turn on the economist for five minutes to give you a form of political economy which is a propagandizing of business interest. I don't object to their doing it, but I say they can do it because they have got the money, but nobody else has."

In answer to the same question, Mr. Kent said, "I think it is all right. The Government propaganda is financed out of the taxpayers' money; mostly these days it is directed against business. What possible way has business got of protecting itself except through counter propaganda? And then they have got to pay for it. Nobody will give it to them freely; it isn't like the ordinary man with every politician or nine-tenths of the politicians championing his cause. And how do they get it unless they have some money to pay for it? If they don't have money and couldn't pay for it, they would simply be trampled in the ground and ruined."

WDGY In New Home

OCCUPYING the studios recently vacated in Minneapolis' Hotel Nicollet by WCCO, which has moved into newly-constructed quarters, WDGY, on May 6 will quit its Broadway location for the expanded quarters which will double its office and studio space. At the same time, according to Dr. George W. Young, the station's owner, WDGY plans to expand its staff and has promoted Jack C. Rawen, former merchandising manager, to the post of sales manager. Mr. Rawen will report to Manager Edward P. Shurick and under Mr. Rawen will come a staff of new salesmen including Ralph R. Cushatt, Thomas A. Miller, James E. McGrath, James E. McGinn, Robert N. Elstrum, Clarence H. Fildes and Enoch Lundquist. Dick Day has been appointed chief announcer, heading a staff including Edward Courtney, John McKnight and Gregg Donovan. Miss Gertrude Faue has been promoted to office manager and Miss Margaret Maguire has been named secretary to Mr. Shurick.

NINTH summer concert season by members of the Philadelphia Orchestra from Robin Hood Dell in Philadelphia will be broadcast exclusive by Mutual. The concerts will be broadcast every Saturday evening from June 23 to early September.

KVOR

dominates the
PIKES PEAK REGION
AND SOUTHERN COLORADO

- 1000 Watts full time with both CBS and KVOR-made programs that attract and hold listeners.
- The largest and most complete studios of any city of its size in the United States.
- A market that spends each year more for automobiles and automotive supplies, foods and drugs than most cities from two to three times its size.

KVOR Colorado Springs
CBS Network — Full Time
Representative — The Katz Agency, Inc.
AFFILIATED WITH WKY, OKLAHOMA CITY, AND THE OKLAHOMA PUBLISHING CO.

WEBC
Tells Your Story In
AMERICA'S SECOND PORT
DULUTH & SUPERIOR
●
And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

WJBY
GADSDEN, ALA.
. . . intensified coverage of Alabama's SECOND industrial area . . .
COMPLETE
Merchandising Service

FCC Approves Transfer Of Controlling Share in WROK, WNBZ, WKBH

TRANSFERS of control of three stations, one of them to a newspaper, were granted April 28 by the FCC following hearing.

The Commission approved the transfer of WROK, Rockford, Ill., from Rockford Broadcasters, Inc., to Rockford Consolidated Newspapers Inc., through the purchase of ten shares of stock from Lloyd C. Thomas, general manager and a minority stockholder. Although no one had owned a majority interest in the corporation, the Commission pointed out that the effective control for most purposes rested with the newspaper group as it owned 245 shares of the 500 shares of outstanding stock, or 49%. The additional ten shares would give it control, the stock being purchased for a total of $1,568.63.

In approving voluntary assignment of the license of WNBZ, Saranac, N. Y. local, from Earl J. Smith and William Mace to Upstate Broadcasting Corp., for $17,000, the FCC found that under the proposed ownership and management the broadcasting service of the station would be "materially improved." Carl F. Woese is president and holder of 247 of the 250 shares of outstanding stock of the new operating company. This case provoked considerable dispute in oral argument before the FCC several months ago in connection with "going concern value" as against actual investment.

In approving transfer of WKBH, LaCrosse, Wis., from Joseph C. Callaway to Harry Dahl, the FCC reviewed a complicated situation in connection with contracts for sale of the station but finally concluded there was no "bad faith" in the transaction. The station, operating on 1380 kc. with 1,000 watts power unlimited time, was declared "an indispensable medium for promotion of the welfare of this community." The Commission concluded the transfer of stock from Mr. Callaway to Mr. Dahl through the medium of Otto M. Schlabach, general manager of WKBH,, without FCC approval, was in violation of the Communications Act. But it held the public did not suffer adverse effects by virtue of the violation and therefore granted applications for authority to assign control and to renew the station's license.

Time's Radio Column

THE weekly news magazine *Time* announces that it will institute a radio department within the next six weeks. "The department will be neither a gossip column nor a parade ground of critics' opinions. Its aim will be to select out of all the news made in the radio world each week those items which the editors consider sufficiently newsworthy, significant and humanly interesting to print," comments *Time*. Aaron Stein, former radio editor of the *New York Post*, was to join *Time* May 1.

OLIVER L. MARCKS, formerly in agency and newspaper work in St. Louis and Chicago, has been appointed sales promotion manager of the Halitosine Co., St. Louis, makers of Halitosine antiseptic, toothpaste and toothpowder and Heck Deodorant.

Roper Calls Radio Advertising Vital

(Continued from Page 13)

through the loss of good-will and public confidence. The maintenance of these fundamental business assets is necessary to healthy business progress and they will be strengthened in proportion to the efforts that are made to protect the public against inaccuracies and misleading propaganda.

"The consuming public in our modern life demands accurate and ethical sales presentation. It is the responsibility of the advertiser to meet this demand. In this connection we might well reflect on that definition given by a great student of advertising and of human psychology. He said that advertising must be seen, it must be read, it must be heard, it must be understood, it must be believed; it must cause the public to want the thing advertised.

"Advertising can and, in my opinion, will utilize the opportunity for leading the way in the process of business recovery and stability. Essentially, it is an agency that creates forward movements. It is the best of all 'pump-priming' in the category of business implements.

"This is particularly true because successful advertising is one of the basic forces in lowering the price of goods for the consumer. I, therefore, think it is important for the American people to understand the simple equation which underlies this vital truth. National advertising assists in achieving best results for practically all products.

"Likewise, mass production is impossible without mass distribution because a manufacturer can profitable make only as much as he can advantageously sell. Finally, without mass production, the price of most of the products which we associate with American standards of living would be beyond the reach of the average consumer. This is true of the radio you buy, the automobile you drive, the shoes you wear, much of the food you eat, just as it is true of the electric refrigerator in your kitchen, the roofing material on your house, and the fuel that heats and lights your home. The fact that radio advertising has proved so well its potentialities for stimulating mass distribution and the corollary of mass production and lower consumer prices, justifies its role as a basic social and economic force in our democracy."

JOHN KAROL, director of the CBS market research department, on April 29 addressed the Fashion Group's luncheon at Hotel Biltmore, New York, on "The Career Woman's Blind Spot." His theme was that everyone in advertising should be familiar with the daytime radio market and he quoted daytime vs. evening results.

Shreveport

in the CENTER *of the*

WORLD'S GREATEST OIL AND GAS AREA

SHREVEPORT has been "Oil's Home Town" since 1906. For thirty-two years field after field has been discovered and developed in the area within 100 miles of SHREVEPORT. The greatest of this development has come in the last seven years, since the 1930 census. Today the above area, within 100 miles of SHREVEPORT, includes 41 separate fields producing an average of about 683,482 barrels of oil daily, or approximately 20% of the total for the entire United States—an annual income of $250,000,000.

In the Center of the World's Greatest Oil and Gas Area

KWKH
10,000 WATTS CBS

REPRESENTED BY THE BRANHAM CO.

KTBS
1,000 WATTS NBC

SHREVEPORT • LA •

Cry Against Joint Ownership Revived as Minton Raps Press

New Deal Senators Take Newspapers to Task for Effort by ANPA Convention to Stifle Radio

REVIVAL of Congressional demand for separation of newspaper and broadcast station ownership developed April 28 during a sharp attack on the "free press" in the Senate by Senator Minton (D-Ind.), staunch New Dealer, who ridiculed action of the ANPA convention in New York allegedly seeking to "curb free speech" by radio.

Offering a bill which would make it a felony punishable by a maximum $10,000 fine and two years imprisonment to publish as a fact anything known to be false, the Senator spoke derisively of newspapers and of the actions of the convention. He called the ANPA action condemning radio as "an exhibition of unmitigated gall" not exceeded "by anything I know of".

Asserting the free press of the country does not want encroachment upon democracy by means of radio, he said "the free press wants a free hand to do all the encroaching it wants to. We see fine examples of encroachment every day when we pick up the newspapers. * * * We all know that the people largely read the headlines. They do not read the articles which appear below. * * *

Truth and Propaganda

"Yet this great free press of the country wants to curb the radio. They do not want you to say anything on the radio; they do not want you to speak the truth over the radio because to speak the truth over the radio gives its lie to the propaganda that appears in the sheets of this country; and we all know it. The only way that this Administration has to reach the people of this country is to take the radio and go to the people with their story and let them pass on it there. The Administration cannot get a story into the 'free press' of this country; they will not print it. They never have. Senators who sit upon the floor and do me the honor to listen to me this afternoon know that this Administration cannot get a headline in the newspapers, it does not make any difference what they do. But let anybody make a loose accusation against the Administration, let anybody 'aver' something loosely against the Administration, and the headlines of the press scream with the story."

It was Senator Norris (R-Neb.) who raised the question of newspaper ownership during the Minton address. After the Indiana Senator had alluded to complaints from publishers at their convention against the use of radio by the President for his "fireside chats" as a step that "might encourage dictatorship", provoking laughter in the Senate chamber, Senator Norris observed:

"Since radio is rapidly getting into the hands of the newspapers, I wonder if the Senator has given any thought to whether it would be a wise move on the part of Congress to prevent one of these news agencies from acquiring ownership of the other; in other words, to prevent a newspaper from owning a radio station. That could be very easily determined by Congress so we would have at least two means of getting the news to the people."

Senator Minton said that Rep. Wearin (D-Iowa) had introduced a bill in the House to divorce the press from radio. "And I think it is probably more justified now that we find that the press is trying to strangle the radio," he added.

Alluding to the ANPA action that the present system of Federal licensing for a six-month period should be carefully studied, Senator Minton agreed that "it should be carefully studied in order to see that the 33⅓% of the stations which are now owned by newspapers are cleaned up and the newspapers are put out of the radio business." Quoting from the ANPA action paragraph by paragraph, Mr. Minton stressed the statement that advertising revenue chiefly supports American broadcasting and that for 1937 this revenue was estimated at $141,000,000.

"I think the newspapers receive from the Federal Government a subsidy of $90,000,000 a year to carry their newspapers and periodicals through the mail," said Senator Minton. "It costs Uncle Sam about $90,000,000 a year more than he gets out of it and yet the subsidized newspapers of the country do not want anybody to use the air free."

He then charged that during the last campaign 90% of the newspapers were out "campaigning against the election of the President and predicting his defeat."

Cleaning House

Declaring that if he was correct in his assumption that there is "some propaganda" in the newspapers, and assuming that the newspapers are in good faith and "that they want to clean house and do away with propaganda on the radio as well as in the newspapers", Senator Minton offered his "little bill which will start the job so far as the newspapers are concerned." The measure, referred to the Senate Interstate Commerce Committee, would provide:

"That any person, firm, corporation, or association that publishes in the District of Columbia or publishes and causes to be transported in interstate commerce or through the mails, any newspaper, magazine, or other periodical in which is published as a fact anything known to the publisher or his or its responsible agents, to be false, shall be guilty of a felony and upon conviction thereof shall be fined not less than $1,000 or more than $10,000, and shall be imprisoned for not more than two years. The judgment in any such case shall be certified by the clerk of the court in which the conviction was obtained to the Postmaster General who shall immediately suspend such periodical from the use of the mails for a period of six months."

Then Senator Minton declared: "I assume that bill would be highly satisfactory to newspapers in cleaning up their own house before they started to clean up the radio."

New Chevrolet Series

CHEVROLET MOTOR Co.'s new disc series, which started the last week in April on 365 stations, will give away one Chevrolet a week for best answers to a puzzle and a sentence contest. The series is transcribed by WBS, features Graham McNamee, James Melton, Victor Arden's orchestra. It will run until the end of May. Contestants may obtain from their Chevrolet dealers copies of a picture, from which they are to list all objects whose names begin with "c." In addition, they are to complete in 25 additional words the sentence "You'll be ahead with a Chevrolet because". Entries are to be submitted to dealers, who will make up a prospect list from the names of contestants.

WDWS, Champaign, Ill., goes 27 miles each Saturday afternoon to Renfield, Ill., to bring two quarter-hour programs by special wire from the Illinois Livestock Auction under sponsorship of Lehigh Stone Co., Kankakee, and Urbana Laboratories, Urbana.

Radio Dominates Publishers Meeting

Speeches, Reports Aim At Advertising and News Aspects

(*Continued from page 17*)

taking national advertising away from the newspapers, J. M. Bunting, general manager, *Bloomington* (Ill.) *Pantagraph*, said that "newspapers, by publishing radio programs and radio publicity, have built up and are daily continuing to build up, a listenership, a circulation list, if you please, for a competitor who is taking away millions of dollars worth of national advertising."

This same point of view was expressed by Frank G. Tripp, general manager, Gannett newspapers, who stated that there is a definite trend away from smaller newspapers by national advertisers and who laid the blame partly on the newspapers' folly in publicizing a competitive medium and partly on the colorless sales presentations made by newspapers in contrast to the superior and more alluring presentations of radio.

Aylesworth Placates

A more temperate stand was urged by Merlin H. Aylesworth, publisher of the *New York World-Telegram* and the founding former president of NBC, who said that radio is a complement, not a competitor, to the newspaper and that there should be no more than a healthy rivalry between the two media. This view was echoed by Lorin Thurston, president of the *Honolulu Advertiser*, which also operates KGU. He said that in his company's experience the station has proved a valuable reinforcement to the newspaper. A. L. Miller, publisher, *Battle Creek* (Mich.) *Enquirer & News*, said his station, WELL, has helped his paper build circulation and maintain a closer contact with the community. Both of these publisher-broadcasters agreed that a radio station is a valuable supplement to a newspaper from all points of view.

Remainder of the session was given over to a discussion of mechanical problems and to advertising by motion pictures, which Mr. Tripp said had last year taken in $5,000,000 from advertisers and this year were shooting at the $10,000,000 mark. Of the 16,500 movie theatres in the U. S., he said, 7,200 are now showing advertising films, exclusive of trailers to advertise forthcoming attractions.

Mr. Durstine spoke on the subject, "The Agency's Problem of Selecting Media."

"We have a formula for measuring the cost of radio programs which is extremely interesting when it is applied to all media," he said. "We take the cost of time plus the known or estimated talent cost. This gives us a total cost of the program. We know the number of radio families in the primary listening areas of the stations used. We have at hand plenty of coincidental surveys which show us the number of radio sets tuned in on any given program. Then we can divide the number of radio sets tuned in to a program by the total cost of that program and arrive at the cost per thousand radio sets tuned in.

"We find, for instance, that a program featuring one of the best known names on the air goes into the homes of this country at a cost of $2.45 per thousand radio sets tuned in. Both the time cost and talent cost are enormous. We find another program with no big name and a very economical talent cost which goes into more than a million homes at the same cost per thousand sets tuned in as the big, well-known program. Remember that figure—$2.45 per thousand.

Cost of Other Media

"For outdoor advertising, the cost per thousand net audited circulation in the lowest cost, big-center areas is $8.75. And every passer-by doesn't stop and look.

"The cost per thousand circulation for a 1,000 line newspaper advertisement is $1.75 in cities of 500,000 and more. In cities of 100,000 to 250,000, it rises to $2.43 and in towns under 2,500 to $16.42.

"Since both of those figures are

FINCH — Facsimile was exhibited to publishers attending the ANPA meetings in New York. Here is a corner of the Finch exhibit.

below the cost quota for radio, someone may ask why we ever use anything but newspapers. But remember with radio we are talking about cost per thousand sets *tuned in*, while research men tell us that no more than 10 or 15% of a newspaper's readers ever read the inside pages.

"The cost of a page in magazine per thousand circulation may roughly be estimated in mass periodicals at $2.61 per thousand. Disregarding completely whether a thousand people who receive a magazine or newspaper or who walk by a billboard are as apt to get an advertising message as those who have voluntarily tuned in a program, the economy of radio indicates that the advertisers who are buying it so extensively are doing so not entirely because they are stage-struck or fascinated by show business."

Hanson Hits Regulation

Elisha Hanson, general attorney of ANPA, who has participated in many radio cases, criticized radio because of its dependence on governmental whim and regulation. After castigating movies because of official censorship, he said that radio is "even more sensitive to Government control than the movies."

"The outrageous action of the FCC in the recent Mae West incident is just beyond comprehension," he said. "I didn't hear her program. I have asked 150 or 200 people if they heard it, and I found three who listened that night. None of them was offended. There may have been a question of good taste, or there may have been a question of bad taste. But the listener who was offended could have turned off that station just as an irate subscriber could turn down his future subscriptions to your paper, and if sufficiently offended, the listener could have objected to buying the particular product which was advertised, or could have refused to listen to the station in the future.

"But, gentlemen, I see no occasion for any official Pecksniff in Washington issuing an order which was the equivalent to a command, or threatening to issue an order which was equivalent to a command, to bar Mae West or any other person forever from the radio channels of this country.

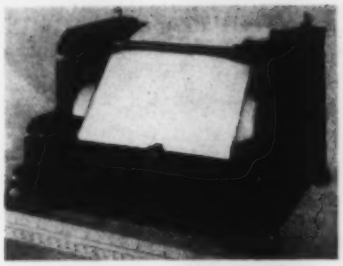
"I would like to see a radio commissioner or a communications commissioner or any other Government agency tell any newspaper publisher sitting in this room they couldn't run an editorial or an article by any outstanding correspondent or writer at any time in the future, or else.

Foreign Radio Censorship

"Now we go down to the influence of radio abroad. I will just speak of that by inference, because the effect there is the same as it is here. A man by the name of Eden resigned as Foreign Secretary over in London a few weeks ago. A member of the British Parliament belonging to the opposition party, was scheduled to make an address a few days after Eden's resignation. He was one of those who believed that Eden had been improperly forced out of the Cabinet.

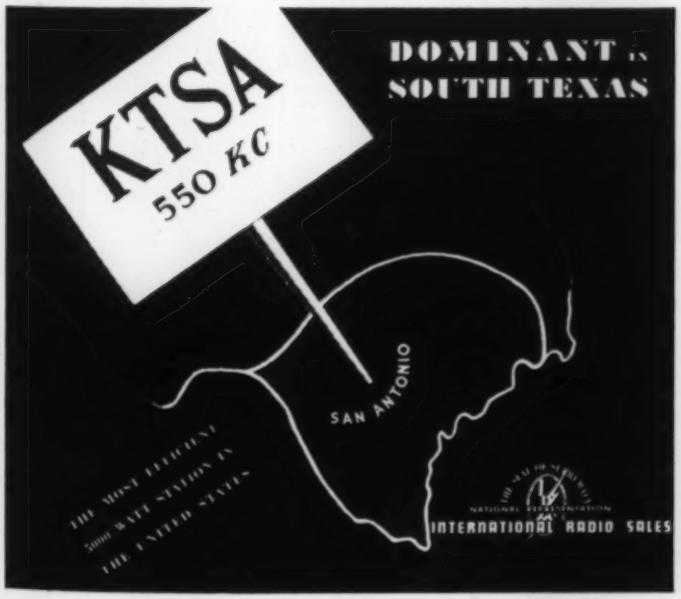
"He was compelled, as are all speakers over the air in America, to submit a manuscript of his talk before he was allowed to go on the air. He made certain references to Mr. Hitler in his talk, and the British Broadcasting Co. said that he would have to eliminate those references or he could not speak. He refused to eliminate them. * * * *

"In these days of government interference, and it is not only national, but state, county, municipal; it is interference everywhere, there is a factor which they should consider when they come down to the placing of advertising, and that factor is the factor of the service which the press not only can render but which the press has rendered to preserve the opportunity of doing business in this country. If the press be destroyed either by governmental regulation or by economic adversity, there will be no business left in the United States."

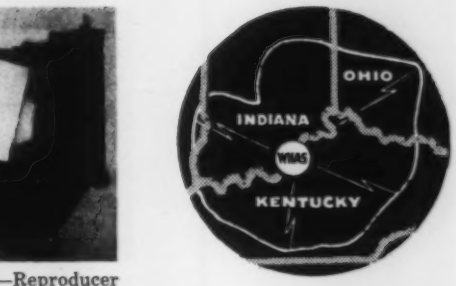


HOGAN FACSIMILE—Reproducer of the Hogan system of facsimile, which was demonstrated for the first time to publisher-broadcasters attending the ANPA convention in New York City, April 25-29.

NBC THESAURUS is offering subscribers features to enter the sweet-swing music battle, with a special "extra-dividend" series of continuity, prepared for 26 half-hour programs, to be broadcast once a week beginning May 15. The title of the program is *Sweet and Swing*.



THE VOICE OF MISSISSIPPI
WJDX
5000 Watts
JACKSON
N.B.C.
JACKSON . . .
AMERICA'S SEVENTH MOST ACTIVE MARKET
With business activity "102% and higher" as compared with last year, Jackson is rated 7th among "areas for special consideration" by Forbes Magazine High Spot Map of April 15th.
Jackson is hub of the primary coverage area of WJDX, which in turn is center of the central deep south area rated "best territory" by Forbes. Concentrate your advertising dollars with WJDX. It dominates an active market!
Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON MISSISSIPPI



STATION
WHAS
Louisville, Ky.

The map above indicates approximately our Proved Primary Listening Area — minimum of audience territory. Our regular daily audience lives in some 330 counties in Kentucky, Tennessee, Illinois, Indiana and Ohio.

If you're planning to tell and sell the most people in the Heart of the Rich Ohio Valley, let us prove that you can do it most economically and satisfactorily by using our big popular pioneer station. Just say when and where.

Ours is a 50,000-watt station with nationally cleared channel. To hear us turn to 820 kilocycles on your dial. We are a Columbia Broadcasting System outlet. Our national representatives are Edward Petry & Company.

Courier-Journal
and
Louisville Times
Station

More Daylight Shifts

ADDITIONAL schedule changes of NBC clients for daylight-saving are:

General Foods Corp. (Grape Nuts) for *Burns & Allen*, move to the rebroadcast WIRE WMAQ KSD KSTP WOW WDAF WEBC KELO WJAX WFLA WIOD WTMJ WIBA WDAY KFYR WAVE WSM WMC WSB WJDX WSMB KGBX KVOO WKY KGNC WFAA KTBS KARK KPRC WOAI. WHO, also moving to the late broadcast, will not be available after Sept. 19. General Food Corp (Jello), for *Jack Benny*, moves to the repeat show WIRE WHO WOW WDAF WBOW WGBF WEBC KELO KANS WTMJ WIBA WDAY KFYR WAVE WSM WMC WBRC WSB WJDX WSMB KRIS KGBX WKY KGNC KTBS KARK. Philip Morris & Co., New York, for *Philip Morris* program on April 26 moves to the rebroadcast WEBC WIBA WDAY KFYR WAVE WSM WMC WBRC WJDX KGBX KTBS.

WBNS
COLUMBUS
POWER TO PULL MARCH MAIL UP 26%
•
5,000 Day—1,000 Night
Reps., JOHN BLAIR
DAY
5000
WATTS

Democracy Demands American System

(*Continued from Page 14*)

casting of the government, by the government, and for the government.

We have but to look to the autocracies of Europe to see what such governmental control of broadcasting may mean.

European Autocracies

Broadcasting in those autocracies serves the interest, convenience and necessity, not of the public, but of totalitarian government. It is allowed to present only one side of public issues. Its so-called news services are services of propaganda. When the dictator stands before the microphone, the citizens are regimented before the loudspeaker. At the same time, the public may be forbidden, under penalty of imprisonment, to listen to programs presenting any point of view contrary to that of the party in power.

It is no coincidence that in an autocracy where freedom of broadcasting does not exist, neither is there a free economy to which it might look for support. It is no coincidence that where freedom of thought and of speech are denied on the air, they are equally denied on the platform, in the university, and in the church. It is no coincidence that where you find broadcasting enslaved, you also find a slavish press.

Our American system of broadcasting is what it is because it operates in the American democracy. It is a free system because this is a free country. It is privately owned because private ownership is one of our national doctrines. It is privately supported, through commercial sponsorship of a portion of its program hours, and at no cost to the listener, because ours is a free economic system. No special laws had to be passed to bring these things about. They were already implicit in the American system, ready and waiting for broadcasting when it came.

Broadcasting did not take on the American system. The American system took on broadcasting.

In recent years we have witnessed a steady enlargement of the economic power of federal government. That very enlargement has put upon the defenders of democracy the need for greater vigilance. That is where radio and the press assume a new importance. In the European countries that have been lost to democracy, the dictators who accomplished that revolution did so through their control of radio and the press. Nor were they satisfied with that. Their next step was to use the same governmental power to destroy the freedom of religion and of education.

Every increase in the economic power of a government makes more precious and more important the vigilant maintenance of the freedom of thought, and the courageous, unflinching defense of the freedom of all forms of its expression.

Radio and the Press

In its functions, its freedoms, and its responsibilities, broadcasting is essentially analogous to the press. It provides a forum for the spoken word just as the press provides a forum for the written word.

The broadcasting networks perform for their affiliated stations the same service that the great press associations perform for their member newspapers. They assemble news and talent from the four corners of the earth, and deliver it swiftly and economically to local stations. And just as a press association franchise is a coveted asset for a local newspaper, so a major network connection is a principal factor in determining the importance and quality of service of a local broadcasting station.

The broadcasting station and the newspaper both have editorial functions, one in the selection of programs, and the other, of reading matter. Both also have commercial functions. Both are supported by advertising revenue. The income and influence of both depend upon circulation figures; of listeners in one case, readers in the other. Both have a legitimate investment asset of goodwill in the circulation they have built up.

Presenting All Sides

The broadcaster decides upon the relative interest to his audience of each program, and proportions his broadcasting hours accordingly. In so doing, he performs an editorial function similar to that of the newspaper in making up its pages or selecting its features. The care exercised by the broadcaster to present all sides of controversial public issues is in itself an editorial function of great importance.

There may be occasional abuses both on the air and in the press, but in a democracy it is the power of public opinion rather than a government tribunal which enforces standards of public expression.

This public censorship is in keeping with democratic principles. And it is a very real power, because it is exercised by direct control over the profits of the broadcaster. Broadcasters are competing every moment of the day for the listeners' interest. Program approval by listeners spells circulation and profits; disapproval spells losses and disaster.

If freedom means anything it means freedom to make mistakes as well as to do the right thing. Broadcasters have made mistakes, plenty of them. That is the way they learned to be broadcasters. I want them left free to make more mistakes. That is the way they will learn to be better broadcasters.

BAMBERGER Broadcasting Service and L. Bamberger & Co., Newark, operators of WOR, have been granted a perpetual injunction restraining further use of the station's name by the WOR Fur Corp., New York.

KEX
SELLS LUMBER TOO!

... through a commercial broadcast sponsored by a local lumber company, inviting listeners to visit demonstration houses. We quote from an unsolicited letter from the sponsor . . .

". . . to express our satisfaction that we have received from the unbelievable results of our KEX broadcasts; Local interest exceeded by far our expectations, and we have had many visitors to our model homes from a radius of two hundred miles from the city of Portland. May we again thank you for the value received. . . you have brought many thousands of people to our demonstration homes."

Signed, ROWELL LUMBER SERVICE, INC.

KEX

Represented by
Edward Petry & Co., Inc.
NEW YORK • DETROIT
CHICAGO • SAN FRANCISCO

NBC BLUE NETWORK
5000 WATTS ☆ 1180 KILOCYCLES
PORTLAND, OREGON

THEY'RE TUNING IN WATL IN ATLANTA
IT'S A HABIT!
Atlanta listens to WATL Newscasts. Broadcast every hour on the hour Available for sponsorship
WATL
ATLANTA

"A Blind Spot" for All Outside Stations—
IF you want to Cover Rich Central Pennsylvania
You *MUST* Use
WFBG
Altoona • Pa.

BAKER QUITS FTC FOR OWN BUSINESS

JOE L. BAKER, assistant to the chairman and public relations director of the Federal Trade Commission, has resigned effective May 31 to enter private business as an advertising consultant. He will establish offices in the Albee Bldg., Washington.

With the FTC nearly five years, Mr. Baker is regarded as an expert in advertising regulation. Functions of the FTC in this field recently were enlarged with the enactment of the "truth in advertising" law. Mr. Baker will serve on a consulting basis for manufacturing and service organizations engaged in advertising.

A newspaper man in Washington since the war, Mr. Baker is a native of Tennessee and for a number of years was city editor of the *Knoxville Journal* and afterward managing editor of the *Charlotte Observer*. While his resignation from the FTC becomes effective May 31, he leaves the agency April 30, taking a month's leave.

Wesbery Galvin

WESBERY GALVIN, 33, since 1929 an engineer-operator of WCKY, Cincinnati, died April 26. He was the son of Maurice L. Galvin, prominent Cincinnati attorney, and nephew of L. B. Wilson, president of WCKY. One minute of silence was observed over the station at 2 p. m. April 28 at the time of the funeral services, at which time a brief tribute was read.

Salute to Columbia

IN A "Salute to Columbia" CBS West Coast executives on April 27 were guests of honor at a luncheon sponsored by the Los Angeles Junior and Senior Chamber of Commerce held in the Biltmore Hotel, that city. Besides William S. Paley, CBS president, others honored were Donald W. Thornburgh, vice-president, Pacific Coast; Charles Vanda, West Coast program director, and Fox Case, director of public events. Gary Breckner, CBS special events announcer, handled the microphone.

WHK-WCLE Facsimile

THE FCC has granted a license for operation of experimental facsimile on a 24-hour basis to W8XNT, ultra-high frequency transmitter of WHK-WCLE, Cleveland. According to E. L. Gove, technical supervisor of United Broadcasting Co., WHK and W8XNT will transmit facsimile experiments as soon as equipment is available from the Finch laboratories, probably in three months.

Renault Testing

L. N. RENAULT & SONS, Egg Harbor City, N. J. (wines), has started a five-minute program of Transradio news six days weekly on WCAU, Philadelphia. It is the company's first use of radio and is on a 23-week test basis. If successful, other stations may be added. Agency is White-Lowell Adv. Co., New York.

NORTHWEST

a single contract

KFPY, Butte - KGIR, Helena - KPFA

Gene Furgason & Co.

Detroit - Kansas City

PACIFIC

Coverage with

Portland - KXL, Seattle - KRSC, Spokane

Representative

New York - Chicago

CBS Dedicates Hollywood Center

(Continued from page 15)

Lasky, general manager, KFSO, and Ralph R. Brunton, general manager, KJBS, both of San Francisco; Henry M. Jackson, CBS San Francisco sales manager, and Arthur Linkletter, radio division manager, 1939 Golden Gate International Exposition, San Francisco. Radio editors were Aaron Stein, *New York Post;* Joe Ransom, *Brooklyn Eagle*; E. L. Bragdon, *New York Sun;* Nick Kenny, *New York Mirror;* J. E. (Dinty) Doyle, and Tom Brooks, *New York Journal-American;* Robert Z. Hall, *San Francisco Call-Bulletin;* Herb Caen, *San Francisco Chronicle;* Claude La Belle, *San Francisco Daily News;* Darrell Donnell, *San Francisco Examiner.* Luther Reid brought the New York radio editors to Hollywood to attend the inauguration. They left April 26 and planned to return May 8. Reid will probably remain on the Coast a week or two longer to confer with CBS publicity men in Los Angeles and Hollywood.

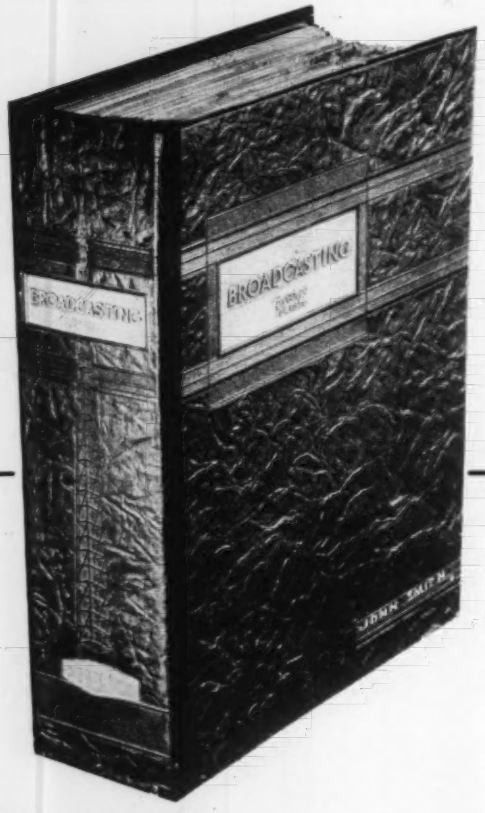
* * *

Guinea Pig Studio

BACK of the design and accoustical treatment of the new KNX studios lies nearly a year of research by 30 men, six month's actual construction time and thousands of dollars expended on constructing, tearing down and rebuilding Columbia's Studio X in New York. Studio X is the CBS guinea pig for studio construction, a room within a room where A. B. Chamberlain, CBS chief engineer; G. S. McAllister, construction engineer, and H. R. Berlin, head of the Johns-Manville accoustical department, and their crews worked out the problem of developing a studio resistant to high-pitched sound, yet highly efficient in the low registers.

Knowing at the outset that most materials used in studio construction take "high" sounds better than "low" ones and that the best studio wall covering is the customary perforated transite, the experimentors concentrated on the sound absorbing material behind the transite. Rock wool was used, placed back of the perforated wall covering in layers of varying thickness and patterns of varied design. Then the walls were sprayed with sound; the effects were measured and charted; new patterns were evolved; the walls were stripped, and the whole thing started over again. This cycle was completed three times before the experimentors were satisfied and the final pattern OK'd as a basis for construction of the new studios of KNX.

EDWARD R. MURROW, European director of CBS, himself took the microphone April 24 to relay a description of France's famous Maginot Line of defense. He broadcast from a point near Metz.



BOUND To Give Greater Value

MANY SUBSCRIBERS want to preserve their copies of BROADCASTING because of its future reference value. They prefer to avoid the chance that the supply of past issues, to which they may want to refer, will be exhausted. Indeed, it is next to impossible now to get some of the past issues of BROADCASTING because the great demand from subscribers has exhausted our supply.

A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book—looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow binding wire does not cut or mutilate the copies in any way.

The binder is pictured above. It holds 24 copies (one year's issues). It is your perfect reference book of the year's business of broadcasting.

Price $2.50 Postpaid

(Your name in gold 25c extra)

BROADCASTING
Broadcast Advertising

870 National Press Bldg. Washington, D. C.

Mrs. Elliott Roosevelt Assumes Formal Control Of KFJZ, in Fort Worth

MRS. RUTH G. ROOSEVELT, wife of Elliott Roosevelt, second son of the President, took formal possession of KFJZ, Fort Worth local, April 23, effective date of the FCC's recent decision authorizing transfer of control from Fort Worth Broadcasters Inc., headed by R. S. Bishop. Mr. Bishop has retired from radio and the operation of the station is now headed by Harry Hutchinson as manager and supervised by Mr. Roosevelt.

Mrs. Roosevelt, who shares ownership of the station with her husband under the Texas community property law, paid $57,500 for the station, $12,500 of which was in cash, upon FCC approval of the deal and the remainder payable in 24 equal quarterly installments. The FCC decision pointed out that Mr. Roosevelt "will be free to devote between 40 and 50% of his time to the affairs of KFJZ."

Mr. Roosevelt, president of Hearst Radio Inc., some of whose station properties are now in process of liquidation, has plans to align the station with others in the Southwest, notably with the Hearst group of four stations supervised by Neal Barrett, vice-president of Hearst Radio. A network for political broadcasts has already been projected.

New NBC Transmitters Used in Foreign Service

TWO NEW 25,000-watt shortwave transmitters, enabling American radio programs to penetrate every country of Europe and all parts of South and Central America, have been installed at NBC's international shortwave station, W3XAL, Bound Brook, N. J.

Designed and constructed by NBC engineers, the new transmitters will operate through four directive beam systems and two non-directive antennas, occupying 24 acres at Bound Brook. Plans are under way to sharpen the directive beams so as to concentrate radio energy even more toward Europe and South America, according to O. B. Hanson, NBC vice-president and chief engineer.

Completion of the new transmitters follows closely the appointment of Frank E. Mason, NBC vice-president, as director of all NBC international shortwave activities. Added to the recent enlargement of the shortwave division, these developments indicate that NBC, as Lenox R. Lohr, NBC president, has said, intends "to see to it that the United States does not lag behind other nations in international shortwave broadcasting."

NBC's shortwave service is given 16 hours daily in six different languages. The backbone of the service is news, broadcast in English, Spanish, Portuguese, French, German and Italian 16 times a day. An increasingly large portion of the program schedule consists of entertainment programs built especially for the peoples covered by the service. In 1937, NBC built and broadcast 3,179 programs for foreign audiences, and the current monthly figures for these transmissions is 500.

New Applications Affect Many Cities

ALTHOUGH nearly all new station grants by the FCC during recent months have been to communities not now having local outlets, with smaller communities seemingly favored, applications during recent weeks have been filed for new stations in many cities already having stations. In some cases the applicants are corporations or individuals already identified with stations in the same or other communities.

A study of recent applications reveals that Utica WUTK Inc., applicant for a new 100-watt night and 250-watt day station on 1420 kc. in Utica, N. Y., is headed by Richard Balch, president, local insurance man, with various local citizens as stockholders. In Miami, the interests behind Miami Broadcasting Co., seeking a new 100-watter on 1420 kc., are disclosed as the operators of WQAM in the same city.

In Topeka, Kan., Capitol Broadcasting Co., seeking 1,000 watts on 1120 kc., is headed by C. M. Fitzwilliam, local oil man, and chairman of the Democratic State Central Committee, with Lynn R. Brodrick, a newspaper publisher, and Harry C. Castor, an attorney, as the major stockholders. Also seeking a new station in Topeka is W. B. Greenwald, operator of KWBG, Hutchinson, Kan., who asks 100 watts night and 250 watts day on 1370 kc., contingent upon the granting of 1450 kc. to KCMO, Kansas City. Mr. Greenwald recently disclosed the proposed sale of his Hutchinson station [BROADCASTING, April 1] to start a local station representation venture in New York.

James F. Hopkins Inc., Detroit, operator of WJBK, has applied for a 250-watt outlet in Ann Arbor, Mich. In Syracuse, N. Y., Civic Broadcasting Corp., seeking 100 watts on 1210 kc., is headed by T. S. Marshall, local advertising man, with Lawrence Sovik, Syracuse attorney, and G. E. Hughes, radio and production assistant in the advertising department of the Shell Union Oil Co., as the other stockholders. In Minneapolis, W. A. Steffes, president of Northwest Allied Theater Owners Association, seeks a 250-watt daytime station on 1310 kc.

Mrs. Gene O'Fallon

KATHRYN D. O'FALLON, wife of Gene O'Fallon, president and general manager of KFEL, Denver, and NAB director, died April 29 following a lengthy illness. She is survived by her husband, mother, five children, four brothers and three sisters. Though not actively engaged in broadcasting, Mrs. O'Fallon was well known in the industry, having attended many conventions and meetings.

JAMES TODD, formerly with KFBW, Fort Smith, Ark., and KTUL, Tulsa, has joined the announcing staff of KOMA, replacing Paul Aurandt who has been promoted to head the KOMA news bureau and to take charge of special events. Main office for Oklahoma of INS has been established in the KOMA studios in charge of Curtis Haseltine, formerly with the INS office in Kansas City.

DEMA HARSHBARGER—Manager of the NBC Hollywood Artists Service, on May 1 celebrates her 26th anniversary as an artists' manager. Miss Harshbarger joined the NBC Hollywood studios in 1935, coming from Chicago where she was president of the Civic Concert Service for many years before selling it to the network.

San Francisco Offices Of NBC Suffer Damage; Manuscripts Destroyed

FIRE CAUSING several thousand dollars damage destroyed the offices of the NBC education aand audience mail departments in San Francisco April 15. The blaze started at noon in the third floor of the offices occupied by the NBC's Western Division Educational Director, Arthur S. Garbett, and his assistant, Miss Helen Stewart. It spread through a wooden partition to the offices of the audience mail staff, burning thousands of fan letters and ruining mechanical equipment used in sorting the letters.

Garbett, who fought the blaze before firemen arrived, lost his only copies of a partially completed manuscript for a book on which he had been working for years; portions of a musical composition he was writing under a Rockefeller Foundation commission and a number of rare volumes and other valuable material. Office furniture, along with the walls, ceilings and floors of the offices were charred and blackened; typewriters and other equipment twisted and ruined by the flames.

The manuscript of Garbett's book, which dealt with the development of radio and its influence upon music, was burned beyond saving, as well as many hundreds of musical compositions and text book material for his system of teaching school children to write their own songs, using a five-tone scale. It was for his work in this field that he was accorded national recognition by educators and awarded a fellowship by the Rockefeller Foundation. Garbett, a pioneer radio writer and producer, originated the *Standard Symphony Hour* and *Standard School* broadcasts. Valuable records and music used in connection with this program also were lost.

Regional Net Formed By Five Alabama Stations

A NEW regional network, providing coverage of Alabama, has been organized by five stations in that State: WSGN, Birmingham; WJBY, Gadsden; WSFA, Montgomery; WMFO, Decatur, and WJRD, Tuscaloosa. The group was to begin formal operations May 1, although it was experimentally formed last year and broadcast football games under Kellogg sponsorship in the fall. A Sunday afternoon variety show, sponsored by Sears, Roebuck & Co., has already been signed by the new net.

Headquarters will be in Birmingham. Programs may be originated at any of the five stations, of which WSGN, WJBY and WSFA must be used by the network's advertisers, WMFO and WJRD being optional. Officers are: Henry P. Johnston, WSGN, president; B. H. Hopson, WJBY, vice-president, Howard E. Pill, WSFA, secretary.

Party Line Celebrates

THE *Monticello Party Line*, said to be the oldest transcription serial on the air, was broadcast for the 675th time April 29. Sponsored by Dr. W. B. Caldwell Inc., (Syrup of Pepsin) the 15-minute strip program, broadcast five times a week, is produced and placed by Cramer-Krasselt Co., Milwaukee agency. Coincident with the event, the cast held its third annual banquet at the Drake Hotel, Chicago, with officials of the Caldwell company and the agency in attendance. There has been no talent change in the program in its three years on the air. The program was created and is still being written by Sandra Michael.

TO ACQUAINT the engineer and amateur with the theory and practice of quartz crystal frequency control, Bliley Electric Co., Erie, Pa., has published a booklet *Frequency Control With Quartz Crystals*. To offset partially the cost of publication, the booklets are sold through regular Bliley distributors at 10c per copy or may be obtained directly from the factory in the Union Station Bldg., Erie.

WBZ, Boston, on April 30 filed an application with the FCC to move its 50,000 watt transmitter from Millis to Hull, Mass., about 11 miles from Boston. WBZA, Springfield, would remain synchronized with WBZ pending action on its application for regular assignment on the 550 kc. channel. The changed site, together with the new equipment and antenna, would greatly improve the WBZ signal in the whole Eastern half of New England, it is contended.

"Out of Friction Comes Progress"

With sincere appreciation of N.A.B.'s efforts in the past and with an expectation of greater cooperative solidarity in the future.

WTOC
SAVANNAH, GA.
1260 Kc.
CBS NETWORK
UNITED PRESS NEWS
Represented Nationally By
Paul H. Raymer Company

New Improved Radio Outline Map

(31 by 21½ Inches)

RADIO Outline Map of the United States and Canada, showing the location of all broadcasting stations. Shown also are county outlines, time zones and the number of stations in each city. The reverse side of the map carries a complete log of U. S. and Canadian broadcast stations, alphabetically by state, city, and call letters, with frequencies and powers shown. *Printed on white ledger paper that permits the use of ink.* Mailed flat.

Ideal for

- ☆ Advertising Agencies
  In mapping spot and network campaigns
- ☆ Radio Advertisers
  In mapping markets and campaigns
- ☆ Station—Sales and Engineering
  In defining coverage, market and areas
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Prices

Single Copies 35c

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BROADCASTING
Broadcast Advertising

National Press Bldg. Washington, D. C.

State Division of NAB Is Organized in Indiana

INDIANA Association of Broadcasters, a branch of the NAB, was formed April 26 at a meeting in Indianapolis attended by representatives of 13 stations. Plans to work in close cooperation with the NAB were drawn up, as well as collective handling of State radio problems.

Organization followed a drive started some weeks ago by John Fetzer, of WKZO, Kalamazoo, Michigan district director for the NAB. Robert Bausman, business manager of WIRE, Indianapolis, was elected secretary, the only office filled. Meetings are to be held at least four times a year.

Stations represented were WIRE, WFBM, WGVA, Indianapolis; WOWO, WGL, Fort Wayne; WGBF, WEOA, Evansville; WBOW, Terre Haute; WIND, Gary; WLBC, Muncie; WHBU, Anderson; WSBT-WFAM, South Bend.

RAY LINTON, Chicago, has been appointed sales representative of WPG, Atlantic City, effective May 1. Linton, who recently made a settlement of his contract as representative of WMCA, New York, was in that city on business in latter April.

KFRU

●

COLUMBIA, MISSOURI

A Kilowatt on 630

A Sales Message over KFRU Covers the Heart of Missouri

●

Appearances on Superpower

(Continued from page 12)

channel stations are so located geographically that there would not be a proper distribution of service resulting from such operation; that increase in maximum power would tend to influence listeners away from stations of other classes to their detriment, and finally that such power would not tend toward a fair, efficient and equitable distribution of transmission and reception among the states and communities within the meaning of Section 307 of the Communications Act.

Technical Objections

The NIB petition filed by Edward A. Allen, WLVA, Lynchburg, as president, recited that the organization is composed of a "large number" of stations and that it is opposed to any change in Rule 117 at the present time. Twenty-five reasons were recited, which in general tenor coincided with those of the regional group. Added, however, were a series of technical objections not raised in the regional appearance.

Any change, it was held, will in general result in objectionable interference to the service of existing stations; any purported improvement or enlargement of existing service area by superpower stations will not offset the loss of service area incurred to existing stations by reason of interference, economic and social results, it was held.

Moreover, the local petition said the program requirements and needs of the country as well as specific areas do not require the use of higher power than 50,000 watts by clear channel stations. It was also contended superpower would "seriously affect and upset the proper balance of the program requirements of the public and tend to decrease the competition with and the grade of service rendered by other existing stations."

Because of increased advertising rates, additional capital investment and operating expenses entailed by superpower, said the local petition, "serious social, economic and monopolistic situations will be created which will seriously and adversely affect the character of program service now rendered and which would otherwise be rendered in the future by existing stations."

From a regulatory standpoint, the petition held that a maximum limit of power is justified and that there is no need for changing the present limit. Moreover, it was contended, the nuisance and service ranges of a 500,000-watt station are such as to "cause serious international problems with respect to interference and service to and from other countries."

Existing defects in the plan of allocation and distribution of broadcast service should be corrected first, NIB claimed, holding that an increase in the maximum power that may be used by any station now assigned to a clear channel will tend to freeze the present plan of allocation and prevent flexibility, of detriment to broadcasting requirements of the public as well as of existing stations. It was added that the present plan of clear channel duplication was based on "an idealistic engineering theory rather than listener requirements," and that this plan should be corrected in order to better meet the public listener requirements before allocating additional power to clear channel stations. Finally, it was held that increased service by clear channel stations can be obtained through more efficient and modern installations and equipment and at a more economical cost than by increasing the power above 50,000 watts.

On behalf of the Clear Channel Group, Mr. Caldwell also filed an appearance setting forth reasons why Rule 117 should be amended through elimination of the present maximum power limitation. He contended that power of less than 50,000 watts and particularly power as low as 5,000 watts on clear channels fails to serve public interest and constitutes a "wasteful use" of a clear channel. This, he added, failed to accomplish the principal purpose for which such stations were established—providing broadcast reception over wide areas to small towns and villages and to rural and sparsely settled areas not within the service range of any other class of station and having no means of securing broadcast reception other than through clear channel stations.

Pointing out that 28 of the present channels are using power of 50,000 watts and in one instance of 500,000 watts, the clear channel petition held the present maximum limitation constitutes "an unnecessary and unreasonable obstacle to present and future improvement of broadcast service in the United States." Removal of the maximum limitation is preferable, it was held, so that with progress in the art the Commission may consider and act on each application for increase in accordance with the showing made, without having either to amend its regulation or to grant authorizations not in accord with them.

This proposal, it was said, should not be construed as an expression of opinion by clear channel stations that increases of power to 500,000 watts should be accorded immediately on all of the 28 clear channels in question or that any particular application now pending should be granted.

Need for Good Service

"The licensees", said the Caldwell statement, "recognize that each present and future application must be considered separately and on its individual merits and must be determined on the showing made with respect thereto. They urge, however, that the proposed amendment of Rule 117 should extend equally and without discrimination to all 28 channels without regard to whether applications for increased power happen to be now pending before the Commission on any particular channel."

The appearance recited need for the proposed increased service and related what constitutes good serv-

WOKO

ALBANY, N.Y.

. . . In Step With Spring . . .

The rich Capital District, solidly prosperous with highly diversified industry, isn't concerned with sales-chart valleys, and is stepping out briskly for its usual profitable Spring. WOKO, favorite of listeners and advertisers alike, will put you in step, too.

WOKO—In the Heart of "The State that Has Everything"

Harold E. Smith, General Manager
John Blair and Company, National Representatives

STATION W·O·K·O ALBANY, N. Y.

WHAT IS YOUR PLEASURE MONSIEUR
AMERICAN or EUROPEAN PLAN
Yours for the asking!
WBNX NEW YORK
1000 WATTS DAY AND NIGHT
The Station that Speaks Your Language

●

News

is your best bet

TRANSRADIO

●

ice by broadcast stations. It also emphasized the purported inadequacy of present service in rural areas, pointing out that it is estimated that 41% of the country's total area receives no service from any broadcast station during daytime or only inferior signals.

It was estimated that 80% or more of the country's total area receives no night service from any broadcast stations other than clear channel stations and that large portions of such areas receive only inferior signals.

It was contended that large areas of the country, rural, residential and city, embracing a substantial portion of the population, receive nighttime service from stations insufficient in number to afford an adequate choice of programs or any assurance of continuous availability of an adequate choice. All these problems, it was contended, could be improved through operation of stations of 500,000 watts power. Interference from foreign stations, notably Cuba and Mexico, would be neutralized or reduced by such operation.

Economic and Social Factors

It was held that stations now operating on clear channels are so located geographically that an increase in their power will tend to bring about a proper distribution of service, particularly to the rural and other areas now inadequately served. This would tend toward a "fair, efficient and equitable distribution of transmission and reception from the states and communities" within the meaning of the Communications Act.

Another phase of the report covered economic and social factors and tended to answer criticisms of superpower in connection with business of other stations. Among other things, it was pointed out that the results of previous increases of power of clear channel stations have not had the effect of concentrating economic and social power and influence in clear channel stations. On the contrary, it was contended that benefits have resulted to other classes of stations.

A SYNDICATE of business men is reported from London to be contemplating the erection of a high power station in Liechtenstein, small state between the Austrian and Swiss frontiers. Purpose is to broadcast sponsored programs for European listeners along the lines of those of the 200,000-watt *Radio Luxembourg*, privately-owned on 232 kc., which commands an enormous audience when government station programs become too drab.

By Popular Demand

AFTER asking his fans over the air whether he should run, and getting 54,900 replies in the affirmative, W. Lee O'Daniel, president of the Hillbilly Flour Co., Fort Worth, currently sponsoring four programs weekly over WBAP in that city in which he is featured personally as m. c. with a fiddle band known as the *Hillbilly Boys*, announced his candidacy for Governor of Texas during his April 24 broadcast. Mr. O'Daniel is one of WBAP's pioneer sponsors and was formerly president of the local Chamber of Commerce.

Standards for Ultras

STANDARDS of good engineering practice applicable to noncommercial educational broadcast stations, recently authorized by the FCC in the ultra-high frequencies, were announced recently for the information of prospective applicants for such facilities. The standards cover such matters as transmitter and antenna location, type of antenna system, transmitter design and construction, installation of equipment, and general station operation. The data was prepared by the FCC Engineering Department after numerous requests from prospective educational applicants for information to govern operation of these noncommercial stations designed to further the use of radio for strictly academic purposes.

Drops KSL Duties

APPOINTMENT in April of Bishop Sylvester Q. Cannon to an apostleship in the Latter Day Saints (Mormon) Church has relieved him of the financial direction of KSL, Salt Lake City, in which as president of the operating corporation he has represented the church's majority stockholdings. His successor in handling KSL finances has not yet been chosen. Bishop Cannon, accompanied by Sylvia Cannon, KSL studio manager, has gone to Hawaii for a vacation.

McKESSON & ROBBINS, Bridgeport, Conn. (Pursang), will start daily one-minute WBS transcriptions on an unannounced list of stations May 9.

CBS Adult Board Study Leads to Three Programs

RESULTING from recommendations of CBS' Adult Education Board, three series of broadcasts have been arranged for the network. The first, *Americans at Work*, started on April 28 and will be heard each Thursday at 10:30-11 p. m. It is designed to give a comprehensive picture of the nation in all fields of endeavor, and the first broadcast deals with workers in tunnels. Other interviews will come from factories, restaurants, locomotives and shops.

The second, *Living History*, a Wednesday evening series to start May 4, will have Prof. Allan Nevins of Columbia University as guest commentator. This will be a quarter-hour program, devoted at the beginning to American history. At the end of each program a selected era will be announced as the subject of the following broadcast, and listeners will be invited to suggest outstanding highlight events of the period.

Third is a Friday evening series, *Adventures in Science*, starting May 6, also to be a quarter-hour show, with Dr. Lawrence Kelso Frank, associate director of education of Rockefeller Foundation's general education board, as permanent commentator. World-famous scientists will be guests. The programs will survey modern scientific achievement and the drama of its significance and application in everyday life. The first broadcast will be titled "The World is Hungry".

"TWO FOR ONE"

2 MARKETS for One . . .

The Northwest's two leading cities, Minneapolis and St. Paul, with net retail sales of One Million Dollars, plus a substantial percentage of the rich surrounding trade area.

2 SERVICES for One . . .

Top-ranking radio features. NBC Blue Network and outstanding Local Showmanship.
Top-ranking news and publicity through WTCN's ownership by the Twin Cities' two most influential newspapers—Minneapolis Tribune and St. Paul Dispatch - Pioneer Press. Over 300,000 circulation.

Two-fold VALUE for Every dollar at work for you on

WTCN

"In the Twin Cities"

Owned and Operated by
MINNEAPOLIS TRIBUNE
ST. PAUL DISPATCH-
PIONEER PRESS

FREE AND PETERS, INC.
National Representatives

Cover FORT WORTH and DALLAS at One Low Cost

On the Air Starting
MAY 1, 1938
Affiliated
Fort Worth Star-Telegram

KGKO

FULL TIME NBC OUTLET
MIDWAY BETWEEN
FORT WORTH and DALLAS

free! Yes, it's Ready!

YOU can have for the asking a new 32-page book showing the *most startling survey* in Chicago Radio History, field intensity surveys and data that prove these stations *America's greatest publicity investment!*

WGES-WCBD-WSBC
Chicago

THE PERFORMANCE OF YOUR

IDECO

VERTICAL RADIATOR

is assured by the early pioneering and years of experience which this organization gives you in the engineering and construction of radio broadcasting towers.

Stations now using the new Ideco Radiator report increased field strength and remarkable reduction in fading.

Write for complete data and prices.

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KECA—Los Angeles
KFWB—Los Angeles
KEHE—Los Angeles
KSTP—St. Paul, Minn
KRBC—Paris, Tex.
KOMA—Oklahoma City
WMT—Cedar Rapids, Ia.
WPAR—Parkersburg, W. Va.
WMMN—Monongah, W. Va.
WFBM—Indianapolis
WGPC—Albany, Ga.
WSYR—Syracuse, N.Y.
WBLY—Lima, Ohio
WNOX—Knoxville, Tenn.
WMAQ—Chicago
WCPO—Cincinnati
WDZ—Tuscola, Ill.
WPTF—Raleigh, N. C.
WHIO—Dayton, Ohio
WLBL—Auburndale, Wis.
WCAT—Rapid City, S. D.
WGL—Fort Wayne, Ind.
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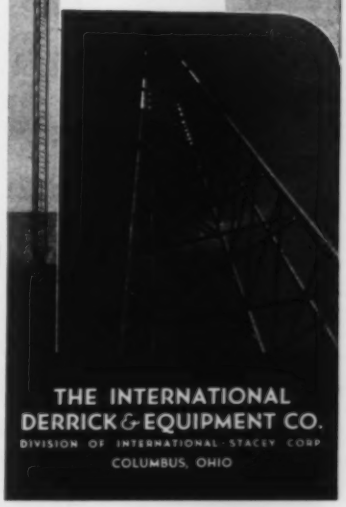
WGH—Newport News, Va.



THE INTERNATIONAL DERRICK & EQUIPMENT CO.
DIVISION OF INTERNATIONAL STACEY CORP
COLUMBUS, OHIO

Nevlo's Carnival

NEVLO Co., San Antonio (proprietary) is sponsoring the Beckmann & Gerety carnival during the summer and will use a minimum of six quarter-hour broadcasts weekly on at least 60 stations in towns on the carnival's schedule. Tieups will be made with local drug stores.

Pooch With a Past

NEWEST addition to the Mark Ethridge (of the NAB Ethridges) family residing in suburban Louisville, is a hound of doubtful ancestry. Best reports are that he is approximately one-fourth Dachshund, about a like amount beagle, a smattering of Irish setter, and the balance anonymous. He has one long ear and the other slightly moth-eaten, a blue eye and a red one, long hind legs and rather short forelegs. After an executive session, the three Ethridge children named him "Czar."

KOIL to Join CBS

KOIL, Council Bluffs-Omaha, will become an affiliate of CBS at an unannounced date, probably some time in the fall, the earliest possible time for the switchover being at the end of daylight saving time, Sept. 25. Realignment will give CBS an outlet in Omaha, which it has heretofore been serving from KFAB, Lincoln. No other changes in that area are expected as NBC Red programs are carried by WOW in Omaha. KMA, Shenandoah, Ia., about 50 miles away, joins NBC Blue on May 1. KFAB is somewhat closely cemented to CBS, as it operates during the evening in synchronization with WBBM, CBS owned outlet in Chicago. KOIL was originally a CBS outlet.

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RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Forms close 25th and 10th of month preceding issues.

Help Wanted

SALESMAN — two. Drawing account against twenty per cent commission. Experienced and aggressive men wanted. Box 974, BROADCASTING.

Salesman for basic network station located in good territory. Small sales staff. Excellent opportunity for right man. Write in detail to Box 969, BROADCASTING.

Wanted—Commercial manager who wants to get into his own business. Have radio station to lease. Illness only reason. Give character and business references. Box 955, BROADCASTING.

Situation Wanted

Continuity writer. Advertising and marketing consultant. Brilliant record of achievement. Box 967, BROADCASTING.

Sales manager. Exceptional qualifying background. Young. Producer. College. Box 966, BROADCASTING.

Announcer, production manager continuity writer. Extraordinary background. High type. College. Box 968, BROADCASTING.

Want announcing position with small progressive station. Can furnish references and experience data. Write Box 971, this magazine.

Sober, experienced sales and production manager open. Builds programs and sells them. Network experience. News, sports, specials. Box 962, BROADCASTING.

Experienced radio operator. Transmitter, control room, accurate Transradio. Robert Kazragis, 4535 So. California Ave., Chicago, Ill.

Operator needs work. Has A-1 references. Experience on 5-KW and 1-KW. Write N. W. Radio-Television Inst., 2530 Hennepin Ave., Minneapolis, Minnesota.

Invest in Proven Experience!

Increase station income with the assistance of two experts: A program manager with extensive network and promotional background; and engineer who understands all phases of transmitter and studio operation. This is worth investigating. Box 975, BROADCASTING.

News editor and commentator. Six years newspaper experience in Europe and Chicago with Chicago Daily News. Good microphone voice. 31 years old. Available now. Address Box 970, BROADCASTING.

Does your station need technical renovating? Progressive engineering easily accomplished by chief engineer with ten years experience. Unlimited energy, enthusiasm, efficiency, ability and foresight guaranteed. Box 965, BROADCASTING.

Engineer first class radiotelephone license. Have designed and built radio equipment. Copy code. Now employed. Desirous of working for small, progressive station regardless of location. Box 964, BROADCASTING.

Situations Wanted (Con't.)

Executive and accountant, formerly employed as assistant general manager, business manager, treasurer and chief accountant of a chain operating ten stations. Desires position of station manager, business manager also willing to supervise accounting. Box 959, BROADCASTING.

Station manager or executive, nationally known radio figure with combined experience as executive and producer-performer wants chance to build up local station with commensurate returns. Knowedge of promotion, sales, public relations. Broad contacts and directive resourcefulness. Box 972, BROADCASTING.

Broadcast Engineer

Broadcast and communications work since 1920; Age 36; native U. S.; married; experienced operation, maintenance, supervision broadcast transmitter and studio equipment. First phone, first telegraph license since 1927. Knows music. Want permanency. Now employed. Box 963, BROADCASTING.

Present studio manager eastern station, over four years active experience, desires better opportunity. All-around man, equally at home announcing, programming, writing, managing. Also holds first class operator's license; experienced with short wave equipment. Available short notice; go anywhere; references. Box 961, BROADCASTING.

Commercial manager with reputation for getting and keeping the business as well as building shows with a punch, desires connection that will offer better opportunities than present. University graduate with newspaper background. Will consider job with station desiring increased revenue as well as build up among agencies, advertisers, and listening audience. Box 960, BROADCASTING.

For Sale

For sale. Western Electric type 6-B 100 watt radio transmitter. Now in use. Converted to 5000-volt plate supply. Will meet all FCC requirements as to frequency stability, modulation, and distortion. Can be seen, or write Radio Station WSFA, Montgomery, Alabama. Price very low for quick sale. Delivery after May 15.

Wanted to Buy

Will buy one hundred watt station. Box 958, BROADCASTING.

Will purchase full or part interest in station, preferably in East. Locality must be productive now or potentially, where energetic, experienced management can make organization powerful and profitable community factor. Replies will be confidential. Box 973, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75 field strength measuring unit (new) direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Program Is Listed For Ohio Institute

Zook to Preside at Columbus; Broadcasters to Attend

NINTH annual Institute for Education by Radio of Ohio State U. will meet in Columbus, May 2-4. Dr. James R. Angell, NBC educational counselor, will talk on "The Puzzling Perplexity That is Radio", May 3, and the presiding officer will be Dr. George F. Zook, president of the American Council on Education.

Designed to bring together broadcasters and educators for discussion of mutual problems in the technique of radio education, the institute will be divided into study groups. Participating in a panel discussion on radio technique will be E. M. Kirby, educational director of WSM, Nashville; Harold B. McCarthy, program director of WHA, Wisconsin U.; Allen Miller, director of University Broadcasting Council, Chicago; Julius F. Seebach Jr., program director of Mutual; Judith Waller, educational director, NBC central division; Byron B. Williams, program director WOSU, Ohio State U.

The study groups will discuss these subjects under these leaders: Agricultural broadcasts, Wallace Kadderly, acting chief of radio service, U. S. Dept. of Agriculture; school broadcasts, Paul T. Rankin, Detroit public schools; radio courses in universities, Cline M. Koon, New York; research in radio education, Frank N. Stanton, CBS manager of market research; technical radio developments, J. H. Dellinger, chief of radio of U. S. Bureau of Standards; broadcasts for general education, Sterling Fisher, CBS director of radio talks and education.

Round Table Meetings

Round table discussions will include the following topics and leadership: Listener participation, Joseph Ries, educational director of WLW, Cincinnati; dramatic programs, Philip Cohen, New York U. Workshop; science programs, Harry A. Carpenter, Rochester Public Schools; discussion programs, Alice Keliher, Progressive Education Assn.; handling controversial issues, Frederic A. Willis, assistant to president, CBS; training and selection of college faculty members for broadcasting, Robert J. Coleman, program director of WKAR, Michigan State College; the radio workshop, B. H. Darrow, educational director of WBEN, Buffalo.

The morning session of May 4 will be led by Franklin Dunham, NBC educational director, who will discuss "Planning for the Listener." Elise Sprott, of the British Broadcasting Corp., will discuss "Planning Broadcasts for Women in Great Britain." Cesar Saerchinger, onetime director of European broadcasts for CBS and now of NBC, will talk on "Planning International Broadcasts."

The closing session May 4 will be presided over by H. V. Kaltenborn, CBS commentator, and will be devoted to a demonstration and discussion of awards for the institute's second exhibition of recordings of educational programs. Some 200 entries have been received. Judges are Thomas Rishworth, of KSTP, St. Paul; Belmont Farley, National Education Assn., and Kenneth Bartlett, Syracuse U.

Ohio State U. is presently offering 10 courses in radio with six departments cooperating under the direction of a radio education committee. A daily 15-minute newscast is broadcast on WOSU, university station, by journalism students who prepare the news. More than 30 journalism students participate in the daily newscasts as well as in a 15-minute weekly program of campus news on WOSU and WBNS, and a series of 21 resume broadcasts of spring sports events on WOSU. Courses offered include radio advertising, radio in education, radio management, program direction, engineering, continuity, music and announcing.

Solution of Booster Problem Claimed In Application Submitted by WFBR

SOLUTION of the problem of adjacent secondary area coverage by the "satellite" or "booster" station method is claimed in an application filed with the FCC April 30 by WFBR, Baltimore, for a synchronized outlet in Frederick, Md., some 46 miles distant.

Seeking variable power of from 10 to 100 watts, the application is for an experimental grant to test the efficiency of such remote synchronized operation.

Wire Synchronization

WFBR operates on the 1270 kc. regional channel, and on April 28 was granted increased power to 1,000 watts night and 5,000 watts day. The satellite station would be synchronized by wire, under technical plans devised by Paul Godley, consulting engineer, and submitted to the FCC by Louis G. Caldwell and Reed T. Rollo, WFBR counsel.

It was claimed that a "highly desirable increase in the efficiency-of-use" of the 1270 kc. channel in the Baltimore area would be procured through the proposed experimentation, without increase in the interference to co-channel or adjacent channel stations now in operation.

The proposed synchronization method, it was pointed out, is not new, since similar experiments now are being conducted. The proposed station would not originate programs but would simply be a "repeater" stations for the Frederick area.

Royal Amateur

AMATEUR radio being the hobby of His Highness Prince Abdel Moneim of Egypt, he took occasion during the International Telecommunications Conference which ended at Cairo early last month to bring together two other distinguished "hams" for a dinner at the Egyptian Club. Consorting thus with royalty were K. B. Warner, secretary of the American Radio Relay League, and Arthur Watts, president of the Radio Society of Great Britain, who were in Cairo representing amateur interests.

Firm Incorporated

INCORPORATION papers have been issued to Network Features Inc., with offices at 70 W. 40th St., New York. As reported in BROADCASTING, April 15, the company began operations with *The Lamplighter*, on Mutual under cooperating shoe sponsorship. The organization is building and selling radio features for network broadcasting and syndicating live radio features with different sponsors. Leon A. Friedman, radio director of Sterling Adv. Agency, formerly head of his own agency and of the radio department of Cramer-Tobias, is president of the new firm.

Salute to Costa Rica

SPECIAL programs in Spanish, saluting Station T14-NRH of Heredia, Costa Rica, on its tenth anniversary May 4, were to be broadcast by Crosley Radio Corp. through its international shortwave station W8XAL, adjunct to WLW. To commemorate the occasion, the Crosley outlet will salute Armando Cespedes, operator of the Costa Rican station, with music by Octavio Bermundez, who is a Crosley foreign representative, and a special broadcast by Aristides Nodarse, Cuban student at Cincinnati University, who broadcasts a nightly news feature in Spanish over the shortwave outlet.

Radio Men Guarded

RICHARD BROOKS, news commentator of WNEW, New York, goes home from the station with a police escort each night since April 25 when he made adverse remarks about Hitler in connection with New York Nazi activities. By letter and telephone he has been threatened with beatings and boycott. Martin Block of the same station, for playing a swing record of "Dinah," sung in Japanese, has also found himself the recipient of a storm of telephoned protests.

Women Plan Award

CHAIRMAN Frank R. McNinch, of the FCC, will be the main speaker at the annual luncheon of the Women's National Radio Committee to be held May 4 at the St. Regis Hotel, New York, in connection with its award for the greatest contribution to broadcasting in 1937. Other speakers will include David Sarnoff, RCA president; William S. Paley, CBS president; Alfred J. McCosker, Mutual board chairman; Eddie Cantor. Mme. Yolanda Mero-Irion, president of the Committee, will preside. Only one award will be made this year. Announcement will be made at the luncheon of the results of a nationwide survey to determine radio programs most favored by women's organizations.

BRITISH television, broadcast on daily schedule to the London public, now employs 325 persons on its technical and production staff. The NBC-RCA experiments at Radio City give employment to about 30.

English Audience Hears Many American Series Via Discs on Continent

THE LONDON office of Erwin, Wasey & Co. reports the success of American and English programs broadcast on the French commermercial station Radio Normandy at Fecamp and Radio Luxembourg. Among the three most popular transcribed features, according to a recent British poll, is *Carson Robinson*, sponsored on the Continent by Procter & Gamble Co. for Oxydol. The company's transcriptions for Drene are being broadcast on European stations for the third successive year.

Erwin, Wasey & Co., also handles a numerologist program for Glyco-Thymoline, a product of Kress & Owens, New York, as well as the British broadcasts for the Macfadden Publications (*True Story Magazine*). The popular British comedians, Gracie Fields and George Formby, are sponsored by Hecker Products Corp, New York, (Fairy soap), and White Laboratory, Newark, (Feenamint). Transcriptions of London musical shows are aired by Sterling Products, New York (Danderine), and Lyle Evans, British actor, broadcasts for S. C. Johnson Co. (wax).

Among its most popular bookings, according to Erwin, Wasey, is the broadcast of weekend football scores for a British cigarette firm. More than 50 games are played on Saturdays and the scores are wired to the Continent where they are broadcast to England, thereby scooping the British Broadcasting Corp. by a full hour.

Ann Arbor Denial

HOLDING that the applicant stockholders had not paid in sufficient capital and had not made an adequate technical showing, the FCC has denied the application of the Ann Arbor Broadcasting Co. for a new 1,000-watt station on 1550 kc. in Ann Arbor, Mich. The decision also stated that Ann Arbor and surrounding territory were adequately served by other stations and that use of the proposed frequency would interfere with the research program of WQXR, New York, now assigned to 1550 kc. Floyd H. Weissinger was to have become manager of the station, whose president is Fielding H. Yost, University of Michigan athletic director.

MBS Baseball Co-op

MUTUAL on April 25 wrote to stations asking their reactions on the idea of offering a network baseball program for cooperative sponsorship. The one-time sustaining program, *Play Ball*, arranged by Lester Gottlieb, on April 18 heralded the baseball season with round-the-country interviews and comment. The proposed weekly series would carry the same name and would be heard Mondays at 8-8:30 p. m. following *Lone Ranger* and aiming for the same audience.

BILL HIGHTOWER, formerly of WFAA, Dallas, has joined WIOD, Miami. Don Butler, WIOD continuity editor, is the father of a baby girl born recently.

ED SNOW, who has been free lancing and managing a radio orchestra in southwestern Michigan for the last two years, has joined WKZO, Kalamazoo, as a writer.

Operation of CBC Meets With Favor

Probers Expected to Praise Canadian Radio Regulators

By JAMES MONTAGNES

WHILE the report of the Parliamentary Committee, which probed the workings of the CBC just before the Easter recess, will not be tabled in the House of Commons at Ottawa until some time in May, opinion in Canada's capital is that the report will compliment the CBC on its progress. Thus it will show that all political parties are in favor of nationalized broadcasting and the CBC scheme to use sponsored programs only so long as it is necessary to find funds in that way for high-power stations giving Canadians in outlying parts of the country good national coverage.

After 18 months of existence, the CBC has built up a working organization under General Manager Gladstone Murray. It has been found that Toronto is a better center for many CBC executive departments than Ottawa, where the head office must remain because of a provision in the act which set up the government-owned CBC. As a result a third Toronto office is being opened the first week in May to house the staffs of E. L. Bushnell, general superintendent of programs; W. H. Brodie, coach to announcers; D. W. Buchanan, director of talks; Aurele Seguin, program department; R. T. Bowman, formerly BBC special commentator, in charge of special events and the new mobile unit; and F. H. Wooding, acting publicity manager.

Plan Broadcasting House

While the Toronto local studios, the CBC commercial, and the program and publicity departments will be in different parts of the city, it is expected that within a few years there will be a central Broadcasting House in Toronto to house most of the CBC activities for the Dominion.

Early in May the CBC executive staff will move to new quarters in Ottawa from the National Research Building where it was housed as a government department, to the Victoria Bldg., office building for private companies and foreign legations, where it will occupy the premises vacated by the Bank of Canada.

Meanwhile the engineering staff, headquartered in Montreal, is looking for sites for the two new 50,000-watt transmitters to be erected this year in the Maritime provinces and the Prairies. While definite sites have not yet been picked, it is understood that one new station will be located near Amherst, Nova Scotia, the central point of the three Atlantic Coast provinces, and the other between Regina and Saskatoon, the central point of the three Prairie provinces.

Transipeep

TELEVISION received a "setback" the other day when a gadget called Transipeep was introduced to the board of directors of KIRO, Seattle, by Tubby Quilliam, manager of the station. The stunt was used to rib Louis K. Lear, KIRO president, at a party given in his honor. A recording of post-party discussion kidding the station staff was cut into Mr. Lear's radio and almost everyone thought it was coming over the air. Show ended with a big crash and an explanation that the delicate Transipeep equipment had broken down making impossible the further airing of events before they had happened.

RADIO SALES Inc., CBS subsidiary, will open a Milwaukee office May 2 in the Plankington Arcade Bldg. with Victor Giebish in charge. The new office will service both Radio Sales and WBBM, Chicago.

AFFILIATED WITH CBC

The FRENCH VOICE of FRENCH CANADA

CJBR

RIMOUSKI, QUEBEC

1 CJBR's 1000 watts (full time) cover rural French Canada.

2 Saw mills and pulp wood industries provide profitable work for thousands in the CJBR primary area.

3 French-speaking Quebec relies on CJBR for up-to-the-minute news, agricultural reports, market information, weather reports.

RIMOUSKI is the important center of Eastern Quebec, and the outlet for the lower St. Lawrence North Shore, including Baie Comeau and Clarke City.

1000 WATTS FULL TIME

WRITE for bulletin listing complete line of Water and Air Cooled Transmitting Tubes.

AMPEREX ELECTRONIC PRODUCTS, Inc.
79 Washington St.
Brooklyn, N. Y.

POINTERS—Bill Schudt, outgoing general manager of WBT, CBS-owned Charlotte outlet, gives some tips to his successor, Lincoln Dellar, on WBT operation. Mr. Schudt recently was transferred to Cincinnati as general manager of WKRC also a CBS-owned station.

Senate Flareup

(*Continued from page 11*)

the resolution, his position points to continued Administration opposition.

"If this be the case," Mr. White said, "I have other alternatives. I can remain quiet for the present and let the whole matter go over until next session or I can go on the floor and spill so much dirt that the FCC will want a forum such as will be provided if the resolution is adopted."

All Quiet in House

No action is expected by the House Rules Committee on pending resolutions calling for investigations of the FCC. Rep. Clark (D-N.C.), said this week he did not expect Chairman O'Connor (D-N.Y.) to make any serious effort to bring up any of the resolutions. "I still favor giving Chairman McNinch a free hand to clean up the situation," he remarked.

The action of Commisisoner Craven in voting with Commissioner Payne in asking for a Congressional investigation of the FCC gave impetus to the proposal. While the Commission voted five to two against the Payne motion asking for an investigation, the fact that it had the support of Commissioner Craven, who with Chairman McNinch was appointed by the President to put the FCC house in order, gave members of Congress asking for a probe an additional talking point.

Senator White is preparing to make a report to the Secretary of State Hull on the International Telecommunications Conference in Cairo which he attended as chairman of the American delegation. He said he would begin actual drafting of the report when he receives his files from Cairo.

Meanwhile the adjournment fever on Capitol Hill continues to increase and with Congress slated to quit early in June there is little possibility of any legislation directly concerning the broadcasting industry.

Senator Duffy (D-Wisc.) has given up hope for any copyright legislation at this session. The chief obstacle so far as ratification of the copyright convention is concerned, revolves around the manufacturing clause to which the printing trade unions have voiced strong objections. The unions want to assure printing of books by foreign authors in this country. Mr. Duffy said this foreign printing involved work for only about 300 men and this would be more than offset by the printing of books by American authors in foreign countries.

Another drive is under way in the House to secure action on the new wages and hours bill but the Rules Committee is expected to smother it. In any event the legislation is of little direct interest to the radio industry because its employes are out of range of minimums and maximums provided in the measure.

Rep. Bulwinkle (D-N.C.) has introduced a bill to create a new department of transportation and communication but it is expected to die in committee along with over 10,000 other bills which members have introduced during the Seventy-fifth Congress.

EMULATE AMERICA, AUSTRALIA URGED

AUSTRALIAN broadcasters were advised to follow the American policy of building up "air personalities" by Stuart F. Doyle, motion picture and radio magnate and head of the Commonwealth Broadcasting Network, upon his return to Sydney from a six-month world tour which included inspection of stations and networks in the United States.

Commenting on the American scene, he predicted the current trend of featuring Hollywood "names" irrespective of their particular radio ability would not last long. Radio, he said, must create and keep to the forefront its own talent.

Mr. Doyle expressed amazement over the excellent daytime features prevalent over most stations and networks in the United States. Instead of wasting what in Australia are considered "unwanted" sessions, American broadcasters are building up enormous morning and afternoon audiences via well-planned and executed novelty and popular programs, he explained.

Since a large majority of Australian programs consist mainly of American transcriptions, records, scripts and ideas, it has precluded development of a "typical Australian" production technique, which, in live-artist shows, is more and more following its American prototype.

While in the past the American public reacted against recorded programs, Mr. Doyle stated greatly improved transcription services are rapidly breaking down this prejudice and an increasing number of networks and single stations are now buying transcribed programs which in many cases not only equal but surpass many live-artist productions.

HARRY W. FLANNERY, news commentator of KMOX, St. Louis, addressed the radio advertising class at City College, April 20. The class is conducted by Paul Phillips, KMOX continuity chief. Don Phillips, KMOX announcer and supervisor of sound effects at KMOX, St. Louis, addressed members of the Ladies Auxiliary, Missouri Association of Public Utilities, in the KMOX auditorium April 22.

Equipment

ELECTROSOUND PRODUCTS Inc., has been formed at 620 N. Michigan Ave., Chicago, as midwestern distributor of Radiotone equipment with other lines of sound equipment to be added later. President of Electrosound is Richard Bellack, who is also vice-president of Radiotone. V. G. Geisel, formerly with the Fox Wisconsin Agency in Green Bay, Wis., is vice-president of Electrosound and manager of the Chicago office. Mr. Bellack is not disbanding his Wausau, Wis., advertising agency as previously reported in BROADCASTING nor is Radiotone moving its manufacturing plant to Chicago, the factory and main office remaining in Hollywood where William H. Snow is president. A new factory for Radiotone is now under construction in Hollywood on Melrose Ave.

THESE tubes manufactured by Amperex Electronic Products, Brooklyn, have been approved by the FCC for use in the final stages of broadcast transmitters: 270-A, 350 watts for high level modulation or plate modulation in the last radio stage and 125 watts for low level modulation or the last radio stage operating as a linear power amplifier; 251-A, 500 watts for high level modulation or plate modulation in the last radio stage and 250 watts for low level modulation.

INSTALLED under the direction of Eugene G. Pack, chief engineer of KSL, Salt Lake City, a complete new radio control room is now functioning in the L. D. S. (Mormon) Tabernacle in that city. Glass-enclosed booth is under the south balcony where operators may view the organ console, choir and conductor. Equipment includes seven microphones, one for the announcer, one for organ, one in ceiling for pickup of congregational singing and four in choir. Control room is also equipped for making transcriptions.

KLPM, Minot, N. D., on April 12 put into service its new 20-H Collins transmitter, going on its new frequency of 1360 kc. with 1,000 watts day and 500 night. At the same time it inaugurated its new 180-foot vertical radiator made by Lehigh. Station formerly operated on 1240 kc. with 250 watts, sharing with KGCU, Mandan, N. D. It is now full time.

REMOVAL of its plant, offices and laboratories from Upper Montclair to its own factory building at 2 Main Ave., Passaic, N. J., was announced April 25 by Allen B. DuMont Labs., manufacturers of cathode-ray tubes, oscillographs and associated equipment.

CKLW, Windsor-Detroit, has installed Presto transcription equipment. The CKLW studios have been enlarged and redecorated, complete with asbestos tile floor.

WEVD, New York, has purchased an RCA 1-G 1,000-watt transmitter.

Youth's Choice

FAVORITE type of program for boys in their teens is humor, according to a recent survey made by Optimist International, a service club organization, among its junior clubs in 22 cities of U. S. and Canada. Second in preference came detective and mystery drama, while music was third choice. Favorite programs chosen, in order of voting, were *Gang Busters, Charlie McCarthy, Eddie Cantor, Lone Ranger, Fred Allen, Joe Penner, Jack Armstrong, Benny Goodman, Dick Tracy, Bob Burns.*

Do You Want Better Coverage *than this?..*

Here's the Story of Lingo Efficiency at WTAR, Norfolk, Va.

● With only 1000 watts power, WTAR's directional antenna system, consisting of 3 radiators furnished and erected by Lingo, gives power equivalent to 4000 watts. WTAR alone offers dependable and satisfactory radio reception throughout Tidewater Virginia and Eastern North Carolina. It covers a combined day and night population of 750,919 in its primary area.

Writes WTAR Gen. Mgr. CAMPBELL ARNOUX

● " . . . We are more than satisfied with the performance of the towers at WTAR in Norfolk and WRTD in Richmond, and it seems to me you should have great success in selling them."

Keen competition makes it necessary that stations today have no "bare or exposed parts" in covering their primary areas. With the new type of radiation made possible by Lingo Vertical Steel "Tubes" you can be assured of 100% coverage and the highest peak of efficiency yet attained by ANY radiator.

4 Exclusive Lingo Features--

RELIABILITY
LOWERED COSTS
FIVE-YEAR INSURANCE
OPTIMUM PERFORMANCE

For over 40 years John E. Lingo & Son, Inc., has been CONSTRUCTING AND ERECTING vertical structures. Today you can benefit from our experience and the fact that THERE HAS NEVER BEEN A LINGO FAILURE. The unique construction of Lingo radiators provides strength, rigidity and durability. With a Lingo erected radiator you receive, without additional cost, our exclusive insurance policy indemnifying against loss or damage to the radiator for 5 years. If you are interested in greater antenna efficiency . . . if you are interested in saving money . . . you should be dictating a request right now for complete details.

Illustrated Folder "New Standards for Vertical Radiators" Sent On Request

JOHN E. LINGO & SON, INC. *Est. 1897* **CAMDEN, N. J.**

LINGO VERTICAL TUBULAR STEEL RADIATORS

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

APRIL 14 TO APRIL 29, INCLUSIVE

Decisions . . .

APRIL 14

KFJZ, Ft. Worth — Granted transfer control to Mrs. Ruth G. Roosevelt.

NEW, Pacific Acceptance Corp., San Diego—Denied CP 1200 kc 100 w D.

WSOC, Charlotte, N. C. — Denied CP change 1210 to 600 kc, increase to 250 w 1 kw LS unl.

NEW, Odessa Bcstg. Co., Odessa, Tex. —Applic. CP 1310 kc 100 w D dismissed with prejudice.

NEW, Ann Arbor Bcstg. Co., Ann Arbor, Mich.—Denied CP 1550 kc 1 kw unl.

NEW, Smith, Keller & Cole, San Diego —Denied CP 1200 kc 100 w D.

NEW, Sharon Herald Bcstg. Co., Sharon, Pa.; NEW, Allen T. Simmons, Akron —Sharon Herald Bcstg. Co. granted CP 780 kc 250 w D; Allen T. Simmons. Akron, denied CP 780 kc 1 kw D.

MISCELLANEOUS — WHBF, Rock Island, Ill., granted consent invol. transfer control to J. W. Potter Co. et al; NEW, W. A. Barnette, Greenwood, S. C., denied petition reopen record in re applic. E. DeVere Andrews etc., Greenwood, Commission reopening record on its own motion; NEW, Ellwood W. Lippincott, Bend, Ore., denied petition reopen record; WHAL, Saginaw, Mich., denied request of attorney for report of changes in stock ownership of WBCM subsequent 11-29-37.

APRIL 15

MISCELLANEOUS — KTEM, Temple, Tex., granted continuance of hearing 30 days from April 26; NEW, Union Tribune Bcstg. Co., San Diego, Cal., granted dismissal applic. without prejudice for CP 1480 kc, 5 kw unl.

APRIL 19

MISCELLANEOUS—WSJS granted withdrawal without prejudice CP 900 kc 1 kw 5 kw D unl.; NEW, Cumberland Bcstg. Co., Fayetteville, N. C., and NEW, Piedmont Bcstg. Corp., Salisbury, N. C., denied joint motion consolidation oral argument; NEW, Birmingham News Co., Birmingham, granted 30-day continuance oral argument Ex. Rep. I-521.

APRIL 20

APPLICATIONS GRANTED:

WKZO, Kalamazoo—CP move trans., instal radiator.

WJEJ, Hagerstown, Md.—Mod. license N 50 to 100 w, change spec. to unl.

WHAS, Louisville—Invol. transfer control to Barry Bingham, executor.

KOCA, Kilgore, Tex. — Vol. assign. license to Oil Capital Brdcstg. Assn.

SET FOR HEARING — KFEQ, St. Joseph, Mo., applic. mod. license 2½ kw D to 500 w 2½ kw D to LS San Francisco; NEW, Rock Hill Bcstg. Co., Rock Hill, S. C., CP 1310 kc 100 w D; NEW, Miami Brdcstg. Co., Miami, Fla., CP 1420 kc 100 w unl.; WEAN, Providence, CP change antenna, increase N to 5 kw; WKBN, Youngstown, mod. CP re antenna and hours; NEW, Gen. Elec. Co., Albany, CP amended re television station; WBIL, New York, mod. license re hours; WPG, Atlantic City, mod. license re hours; WCKY, Cincinnati, CP increase to 50 kw; WDAS, Philadelphia, mod. license N 100 to 250 w; WKBW, Buffalo, renewal license; KTRB, Modesto, Cal., renewal license; WNAX, Yankton, S. D., renewal license; NEW, Gennessee Radio Corp., Flint, Mich., denied rehearing; NEW, Journal Co., Milwaukee, denied rehearing; WNAX, Yankton, remanded for further hearing applic. transfer control; NEW, Paul R. Heitmeyer; NEW, Frontier Bcstg. Co.; NEW, Cheyenne Radio Corp., all of Cheyenne, Wyo., record in case reopened and consolidated hearing ordered; NEW, Charles Porter, Edward T. Eversole, Festus, Mo., remanded for further hearing applic. new station 1420 kc 100 w D; KTSM, El Paso, overruled motion strike rebuttal argument from record; WREC, Memphis, granted temp. auth. use 5 kw N to counteract interference.

WSMB, New Orleans — Granted license for CP move trans., increase D 1 to 5 kw etc.

WBNS, Columbus — Granted license for CP increase to 1 kw 5 kw D etc.

WGAR, Cleveland — Granted mod. CP change equip.

WOWO, Ft. Wayne—Granted CP change equip.

ORAL ARGUMENT GRANTED—5-12-38: Ex. Rep. I-610, Coultas, Edge & Stephenson, Jacksonville, Ill.; Ex. Rep. I-612, Scarborough & Orvin, Charleston, S. C.; Ex. Rep. I-613, Travelers Brdcstg. Service Corp., Hartford; Ex. Rep. I-616, Piedmont Bcstg. Corp., Salisbury, S. C.; Ex. Rep. I-617, WDNC, Durham, N. C.; 6-2-38: Ex. Rep. I-618, KTSM, El Paso.

APPLICATION WITHDRAWN—KFJM, Grand Forks, N. D., mod. license, withdrawn without prejudice at request of applicant.

MISCELLANEOUS—NEW, Pacific Radio Corp., Grants Pass, Ore., granted continuance oral argument Ex. Rep. I-579 pending decision on KOOS assignment license.

WDWS, Champaign, Ill. — Granted CP change 100 w D to 100 w 250 w unl.

NEW, Northwestern Pub. Co., Danville, Ill.—Granted CP 1500 kc 250 w D.

NEW, William F. Maag Jr., Youngstown —Granted 1420 kc 100 w D.

NEW, Juan Piza, San Juan, P. R.—Denied CP 1500 kc 100 w 250 w LS unl.

KFXR, Oklahoma City—Granted renewal license; granted auth. assign control to Plaza Court Bcstg. Co.

APRIL 22

MISCELLANEOUS — NEW, Kanawha Valley Bcstg. Co., Charleston, W. Va., granted continuance argument one week; NEW, George H. Payne, San Jose, Cal., granted postponement hearing in case of Chase S. Osborne Jr., Fresno, and KRE, Berkeley; NEW, Civic Bcstg. Corp., Syracuse, granted pet. intervene applic. Sentinal Bcstg. Corp., Salina, N. Y.

APRIL 27

KFAM, St. Cloud, Minn.—Granted mod. CP increase D 100 to 250 w.

KICA, Clovis, N. M.—Granted vol. transfer control to Charles C. Alsup.

MISCELLANEOUS — WFIL, Philadelphia, extension exp. auth. 1 kw N; KWTO, Springfield, Mo., extension temp. auth. 1 kw 5-6 a. m.; KGCU, Mandan, N. D., temp. auth. unl. time, mod. CP trans., radiator site; KOBH, Rapid City, S. D., set for hearing applic. renewal license, reopen record in vol. assignment.

SET FOR HEARING—WJBW, New Orleans, increase D to 250 w etc.; NEW, Radio Service Co., Brunswick, Ga., CP 1310 kc 100-250 w unl.; WAZL, Hazleton, Pa., mod. license Sh.-WILM to unl.; KWJJ, Portland, Ore., exp. auth. 1040 kc 500 w unl. Simul.-KRLD, WTIC; KVOA, Tucson, Ariz., vol. transfer control to KTAR Bcstg. Co.; NEW, Cuyahoga Val. Bcstg. Co., Warren, O., CP 1200 kc 100 w unl.; KTBS, Shreveport, La., CP amended trans. site, equip., antenna, change 1450 to 620 kc, increase D 1 to 5 kw.

APRIL 28

NEW, Standard Life Insurance Co. of the South, Jackson, Miss.—Granted CP 1420 kc 100 w 250 w LS unl.

NEW, Elmira Star-Gazette, Elmira, N. Y.—Granted CP 1200 kc 250 w D.

WNBZ, Saranac Lake, N. Y.—Granted auth. vol. assign. license and CP to Upstate Bcstg. Corp.

WROK, Rockford, Ill.—Granted consent transfer control to Rockford Consolidated Newspapers Inc.

WFBR, Baltimore—Granted CP increase to 1 kw 5 kw LS directional.

WKBH, La Crosse, Wis.—Granted auth. transfer control to Harry Dahl, renewal license.

APRIL 29

ORAL ARGUMENT GRANTED—Ex. Rep. I-620, KSTP; Ex. Rep. I-621, C. Bruce McConnell, Indianapolis, and WKBV, Richmond, Ind.; Ex. Rep. I-623, N. B. Egeland, Fort Dodge, Ia.; Ex. Rep. I-624, WLBL, Stevens Point, Wis.

Examiners' Reports . . .

NEW, Tri-City Bcstg. Co., Schenectady —Examiner Dalberg recommended (I-627) that applic. CP 950 kc 1 kw unl. be denied.

NEW, S. D. Quigley, Mobile, Ala.—Examiner Seward recommended (I-628) that applic. CP 1200 kc 100 w D be granted.

NEW, Northwestern Bcstg. Co., Vernon, Tex.—Examiner Seward recommended (I-629) that applic. CP 1500 kc 100 w unl. be granted.

NEW, Harry M. Ayers, Anniston, Ala. —Examiner Berry recommended (I-630) that applic. CP 1420 kc 100 w D be granted.

NEW, Allen B. DuMont Laboratories Upper Montclair, N. J.—Examiner Hyde recommended (I-631) that applic. CP television station be granted.

WNEL, San Juan, P. R.—Examiner Arnold recommended (I-632) that applic. CP change 1290 to 590 kc be dismissed with prejudice.

KSO, Des Moines—Examiner Irwin recommended (I-633) that applic. increase 500 w 2½ kw. LS to 1 kw 5 kw LS be granted.

KAST, Astoria, Ore.—Examiner Dalberg recommended (I-634) that applic. CP change 1370 kc 100 w D to 1200 kc 100-250 w unl. be granted.

Applications . . .

APRIL 16

NEW, Kingston Bcstg. Corp., Kingston, N. Y.—CP 1500 kc 100 w D.

WDEL, Wilmington, Del.—CP increase 250 w 500 w D to 500 w 1 kw D, move trans.

WAAF, Chicago—Mod. license re hours conforming to daylight time.

APRIL 13

NEW, Provo Bcstg. Co., Provo, Utah —CP 1210 kc, 100 w N, 250 w D unl amended change name from Dan B. Shields to Provo Bcstg. Co.

APRIL 21

WHAS, Louisville—CP 500 kw amended to Louisville Times Co.

WGRM, Grenada, Miss.—License for CP as mod. move station.

WIBW, Topeka—Auth. transfer control to Capper Pub. Inc.

KCKN, Kansas City—Same.

NEW, Timpanogos Bcstg. Co., Provo, Utah—CP 1210 kc 100 w unl., amended to 100 w 250 w D.

APRIL 26

WJAR, Providence—Mod. license N to 5 kw.

WFAS, White Plains, N. Y.—Auth. transfer control to Valentine E. Macy Jr., and J. Noel Macy.

NEW, Suffolk Bcstg. Corp., Suffolk, Va. —CP 1200 kc 100 w 250 w D unl.

KRKO, Everett, Wash.—CP new antenna, move trans.

APRIL 27

WAGA, Atlanta—Vol. assign. license to Liberty Bcstg. Corp.

KLRA, Little Rock, Ark.—Mod. license N to 5 kw.

KFRO, Longview, Tex.—CP change 1370 to 1340 kc, D to unl., 1 kw.

NEW, Radio Enterprises, Victoria, Tex. —CP 1310 kc 100-250 w unl.

WEW, St. Louis—License for new trans.

APRIL 29

KAND, Corsicana, Tex.—License for CP increase power.

KLPM, Minot, N. D.—License for CP increase power, etc.

KGKY, Scottsbluff, Neb.—CP change equip., new antenna.

FCC Assumes Control Of Interoffice Systems

JURISDICTION over interoffice communications systems utilizing radio rather than wire channels was assumed April 20 by the FCC with the announcement that investigations have shown that such equipment under certain circumstances may produce serious interference to communication services.

Explaining that numerous inquiries have been received as to whether the Commission has issued any ruling concerning the devices, the FCC stated its investigation of one sample showed that if correctly designed filters are installed and are in proper operation "it appears that the possibilities of interference to radio communication will be reduced to a minimum."

The Commission added it would be glad to test samples of such equipment if sent to its offices to determine whether it would be capable of causing objectionable interference when properly installed and operated. It added that it would appreciate action by manufacturers of this equipment in installing adequate filtering in their devices, explaining the Commission will be glad to furnish an opinion as to types of filters.

RCA Turntables Ready

RCA has announced that its new 70-B turntables and new diamond point tone-arm, demonstrated for the first time at the NAB convention in Washington last February, are now ready for delivery. The new diamond stylus tone-arm, also available as a replacement on present 70-A turntables, provides for transmission from 30 cycles to over 9,000 cycles. Because the stylus suspension is relatively free, harmonic distortion is reduced.

EUROPE'S AIR POLICE—New home of International Broadcasting Union's "observation post" at Brussels which, like the Grand Island (Neb.) frequency monitoring station of the FCC, measures the wave lengths of all stations. It is supported cooperatively by all countries members of the IBU. Photo shows Raymond Braillard, chief of the post, who started it in a garage 10 years ago and who will supervise its work in its magnificent new home in the Belgian capital.

NETWORK ACCOUNTS

(All time EDST unless otherwise specified)

New Business

CHAS. H. PHILLIPS CHEMICAL Co., New York (Milk of Magnesia), on June 6 starts *Stella Dallas* on 43 NBC-Red stations, Mon. through Fri., 4:15-4:30 p. m. Agency: Blackett-Sample-Hummert, N. Y.

KELLOGG Co., Battle Creek, Mich. (Krispies), on May 2 starts for 21 weeks *Don Winslow of the Navy* on a split NBC-Red network of five stations (WMAQ WLW WTAM WOW WDAF), Mon. thru Fri., 7-7:15 p. m. Agency: Hays MacFarland & Co., Chicago.

STANDARD BRANDS, New York (Fleischmann's Yeast for health), on May 30 starts *Getting the Most Out of Life*, inspirational talks by Dr. William L. Stidger, on 10 NBC-Blue stations, Mon. thru Fri., 11:45-12 noon. Agency: J. Walter Thompson Co., N. Y.

SPERRY FLOUR Co., San Francisco (baker's flour), on May 6 sponsors a one-time participation broadcast on *Women's Magazine of the Air* on 6 NBC Pacific stations, 2:45-3 p. m. (PST). Agency: Westco Adv. Agency, San Francisco.

Renewal Accounts

PHILIP MORRIS Co., New York (cigarettes), on June 17 renews for 52 weeks *What's My Name?* on 3 Mutual stations, Fri., 8-8:30 p. m. Agency: Biow Co., N. Y.

SPERRY FLOUR Co., San Francisco, on May 30 renews for 52 weeks *Dr. Kate* on 6 NBC-Pacific stations, Mon. thru Fri., 12:45-1 p. m. (PST). Agency: Westco Adv. Agency, San Francisco.

SPERRY FLOUR Co., San Francisco, on June 15 renews for 52 weeks *Martha Meade* on 6 NBC-Pacific stations, Wed., Fri., 1-1:15 p. m. (PST). Agency: Westco Adv. Agency, San Francisco.

NATIONAL BISCUIT Co., New York, on July 1 renews for 26 weeks *Dan Harding's Wife* on 5 NBC-Red stations, and on April 25 moved from 9:45-10 a. m. to 12-12:15 p. m. Now on nine stations, four will be dropped June 3. Agency: McCann-Erickson, N. Y.

SPERRY FLOUR Co., San Francisco (flour) on May 30 renews for 52 weeks *Dr. Kate*, Mon. thru Fri., 12:45-1 p. m. (PST) over six NBC-Red network stations in the West (KPO, KFI, KGW, KOMO, KHQ, KDYL); on June 1 renews for 52 weeks *Martha Meade* program Wed., Fri., 1-1:15 p. m. on six NBC-Red network stations in the West. Agency: Westco Adv. Agency, San Francisco.

Network Changes

GENERAL ELECTRIC Co., Schenectady, on April 24 moved *Hour of Charm* on 55 NBC-Red Stations from Mon., 9-9:30 p. m. to Sun., 10-10:30 p. m.

CHAS. H. PHILLIPS Chemical Co., New York (toothpaste, tablets), on April 25 moves *Lorenzo Jones*, on 21 NBC-Red stations Mon. thru Fri., from 4-4:15 p. m. (EST) to 11:15-11:30 a. m.

NATIONAL BISCUIT Co., New York, on April 25 moves *Dan Harding's Wife* on 13 NBC-Red stations Mon. thru Fri., from 9:45-10 a. m. (EST) to 12-12:15 p. m. (EDT).

Expansion of Crossley Radio Survey Announced as AAAA Holds Convention

PLANS to increase the number of calls made by the Cooperative Analysis of Broadcasting from 408,000 to 509,000 annually and to distribute them by income levels to parallel as nearly as possible the distribution of radio sets by economic groups, were announced by A. W. Lehman, manager of CAB, in an address before the convention of the American Association of Advertising Agencies, held at White Sulphur Springs, W. Va., April 20-22.

Back of the decision to expand the base of the CAB surveys, Mr. Lehman stated, is a year of research costing between $7,000 and $8,000.

In addition, he said a couple of thousand dollars were spent in checking the investigators and instituting certain changes in technique that will further improve the accuracy of the organization's findings, and a further $3,000 has been earmarked for more tests during the coming year. The nature of these tests will depend on the results of the two major changes to be put into effect this month.

May Change Ratings

Sketching the history of CAB from its beginning in 1930 with less than $20,000 capital, to its present position of spending more than $60,000 annually, with subscribers responsible for 92% of all commercial network programs, Mr. Lehman described the CAB operation in rating all commercial programs, day and evening, on a coast-to-coast basis. Field work and tabulation is performed by Crossley Inc., under the direction of a governing committee appointed by the AAAA and the Association of National Advertisers.

The 25% increase in completed calls, which will entail a total of 845,000 dialings during the coming year, is expected to raise the number of interviews in the lower income groups and will probably make radical changes in the ratings of some individual programs, although it is impossible to predict the exact effect in advance. Separation of the calls into income groups will be made largely through a selection of telephone exchanges covering sections of the 33 cities in which calls are made.

Mr. Lehman spoke at a closed session on the second day of the AAAA convention. Other speakers who discussed radio matters at that meeting were Chester J. LaRoche, president, Young & Rubicam: "Proposals of the American Federation of Radio Artists and What We Are Doing About Them"; Ralph Van Buren, secretary, Ruthrauff & Ryan: "Social Security Taxes on Radio Artists", which was also reported on by George Link Jr., McKercher & Link, attorneys for the AAAA; John Benson, president, AAAA, and Paul Peter, executive secretary, Joint Committee on Radio Research: "Status and Outlook of the J.C.R.R.", and George Gallup, vice-president, Young & Rubicam: "Media Effectiveness Studies".

Gilbert Kinney, vice-president and director, J. Walter Thompson Co., was elected chairman of the board of the AAAA at the closed business session the first day of the convention. John Benson continues as president and Frederic R. Gamble as executive secretary. Other officers elected are: Vice-president, Allen L. Billingsley, president, Fuller & Smith & Ross; secretary, William Reydel, vice-president, Newell-Emmett Co.; treasurer, E. DeWitt Hill (reelected), vice-president, McCann-Erickson.

COLGATE-PALMOLIVE-PEET Co., Jersey City (toothpowder), on April 25 moves *Stepmother* on 17 CBS stations, Mon. thru Fri., from 5:30-5:45 p. m. to 10:45-11 a. m.

STANDARD BRANDS, New York (Fleischmann's Yeast), about May 30 will move *Dr. Stidger* from Yankee Network to a split NBC network of about 12 stations in New York, New England and Pennsylvania.

IRONIZED YEAST Co., Atlanta, Ga., on May 8 adds WGR, Buffalo, for *Good Will Hour*, now heard on 33 Mutual and 11 Inter-City stations Sun., 10-10:30 p. m. Agency: Ruthrauff & Ryan, N. Y.

STERLING PRODUCTS, New York (Dr. Lyons toothpowder), on April 25 moved *Back Stage Wife* on 25 NBC-Red stations, Mon. thru. Fri., from 11:15-11:30 (EST) to 4-4:15 p. m. (EDT).

COLGATE-PALMOLIVE-PEET Co., Jersey City, N. J. (Palmolive soap), on April 25 moved *Hilltop House* on 56 CBS stations, Mon. thru Fri. from 5:45-6 p. m. to 10:30-10:45 a. m. (repeat 4:30-4:45 p. m.). Agency: Benton & Bowles, N. Y.

GENERAL FOODS Corp., New York (Maxwell House coffee), on June 30 takes *Good News of 1938* off the NBC-Red network, probably to return Sept. 1.

COLGATE-PALMOLIVE-PEET Co., Jersey City (shaving cream) sponsoring *Gang Busters* on 52 CBS stations, Wed., 10-10:30 p. m., on April 27 added repeat at 1-1:30 a. m. for KNX KSFO KOIN KIRO-KVI KFPY.

ALLIS-CHALMERS MFG. Co., Milwaukee (tractors), on April 30 moves *Renfro Barn Dance* on 4 Mutual stations on Saturday from 7-7:30 p. m. to 10-10:30 p. m.

CHURCHMAN—To newscaster is the step taken by Dr. Preston Bradley, minister of the People's Church of Chicago, and 15-year microphone veteran. Here Doctor Bradley (right), noted lecturer and author of three "best-sellers", signs contract with Maurice Taube (left), central sales manager of the Longines-Wittenaur Co., and Harry Mason Smith, sales manager of WBBM, to broadcast his views "behind the scenes" of world affairs over WBBM, Chicago, each Sunday 1-1:30 p. m. (CDST).

Henry Eckhardt, chairman of the board, Kenyon & Eckhardt; J. Stirling Getchell, chairman of the board, J. Stirling Getchell Inc., and Richard Compton, president, Compton Advertising Inc., were elected as board members at large for three-year terms, and Merle Sidener, president, Sidener and Van Riper, for a one-year term. Continuing directors are: Raymond Rubicam, Thomas L. L. Ryan, Walter Buchen, Atherton W. Hobler and Mark O'Dea.

"The Crystal Specialists Since 1925"

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LOW TEMPERATURE
CO-EFFICIENT CRYSTALS

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Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

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Licensed under Brush Development Co. Patents

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Gates Remote Equipment—
"Does a Better Job at a Lower Cost"
GATES RADIO & SUPPLY CO. Quincy, Ill.

Merchandising & Promotion

Seattle Checks—Voice of the Peoples—Glenn's Note—Features—Arizona Map—In Pittsburgh Movies

HARVEY WIXSON, manager of Louis Wasmer Inc., Seattle, circulated among the company's 99 employes at KHQ and KGA, the following form letter:

". . . success of each individual in the organization depends upon just one thing: The success of those advertisers who buy time on our stations . . . Whenever you have need for any product or service, please refer to the attached revised list of advertisers . . . all things being equal, make your purchases from these firms. Carry this policy even further—recommend these firms and their products to your friends. In making payments for purchases, be sure to use the special KHQ-KGA checks furnished us by the First National Bank (an advertiser)." The checks carry the words in bold letters: "This check is issued by a member of the staff of KHQ-KGA."

* * *

Time Saver

CREDIT for simplifying the maze of errors usually resulting from daylight saving time shifts goes to E. P. H. James, NBC promotion manager, who has devised the "NBC Time Finder". Since network schedules are quoted in New York time and most folk have to figure out what time the programs are heard in other sections of the country, Mr. James devised a slide-card in a celluloid jacket. At the top is New York time and by sliding the cities named up to the New York listing, the correct time for the other cities appears magically in little windows.

* * *

For the Peoples

ATTRACTIVE is the folder map just released by WMAL, Washington, to indicate the success of an early morning amateur series sponsored by Peoples Drug Stores. More than 12,000 responses were received from 187 different towns outside of Washington covering every town in which Peoples' 160 stores are located. The test was conducted when listeners voted for their favorite amateurs.

* * *

Fargo Pig

EXPLOITS of the little pig that Barney Lavin, sales manager of WDAY, Fargo, brought to the NAB convention and featured on the NBC *Farm & Home Hour*, are told in a promotion letter issued by WDAY. It concerns the little pigs "that stayed at home". Another WDAY letter ties-in with a recent business map and carries a cartoon of the old farmer who frequents the WDAY ads in BROADCASTING.

* * *

Social Security Cards

BORDEN'S Dairy Delivery Co., San Francisco (dairy products), recently offered through its daily newscasts by John B. Hughes on KFRC, a strong, sturdy envelope in which to keep social security cards until the recipient reaches the age of 65. The protective envelopes were distributed free of charge to those who asked for them at stores carrying Borden dairy products.

Novel Ad

NOVEL radio advertisement in a Cincinnati newspaper is that written by W. K. Downing, advertising manager of the Dow Drug Co., that city. The top of the ad featured a big microphone radiating signal flashes with the call letters of all Cincinnati stations. In the column-inch blocks were the titles of radio shows, the stations carrying them and the products sponsored. Such as, "WKRC *Radio Theatre*, Lux Toilet Soap, 5 for 25c". Included were specialties not featured on the radio. "Significant for radio", says Mr. Downing, "these products did not sell like the ones advertised on the air." Dow Drug Co., sponsors a six weekly hour program called the *Dow Dawn Patrol* on WKRC, Cincinnati.

* * *

Neighbor Knows

WGAR, Cleveland, has issued a promotion folder built around the idea that a man's neighbor is the one to give the low down on him and that the way to test the popularity of a radio station is to find out what the local advertisers think of it. We had 189 local accounts last year and 109 national spot accounts, says WGAR. Attached to the folder was a strip of news tape, supposedly an INS bulletin, which told of WGAR's power increase to 1 kw. night, 5 kw. day.

* * *

WIRE Booklet

MERCHANDISING service of WIRE, Indianapolis, is an important feature of a booklet which includes a complete list of its 1937 sponsors, local and national. Bound in plastic, the booklet carries a coverage map, tells the story of WIRE's extra service in the form of advertisements on 289 local taxicabs. "Cast Your Bread on Indiana Waters and You'll Find it Coming Back Buttered," says WIRE.

* * *

Round-Up

KGKO, Ft. Worth, has published Vol. 1, No. 1 of *KGKO Round-Up*, a monthly news sheet. In addition to market data, the first issue of the sheet was filled with pictures of the KGKO staff, told of its affiliation and showed many an advertiser signing a contract. The theme of the issue is the fact that KGKO's transmitter is midway between Dallas and Ft. Worth.

* * *

Firestone Wires

TELEGRAMS promoting the new Firestone program, *Voice of the Farm*, on WTMJ, Milwaukee, were recenty sent to 3,500 dealers in Wisconsin and upper Michigan. The wires, executed by WTMJ, were sent by G. M. Jenkins, Firestone district manager, and they stressed the sales tie-in opportunities of the twice-weekly series.

* * *

Flags and Charts

WHEN President Roosevelt visited Columbus, Ga., recently, WRBL distributed folders which charted his tour of the city. The station also presented 10,000 flags to the local schools for the children to wave as the President's car went by.

The Personal Touch

GLENN SNYDER, manager of WLS, Chicago, is mailing a series of planographed letters from various hotels in cities throughout the country. The first letter was written on stationery of the Hotel Westward Ho, Phoenix, Ariz., and told of the rapid strides made by KOY, that city, during the year since Mr. Snyder's last visit. The letter emphasized KOY's new business, its CBS affiliation and ended with a postscript, "WLS is good, too. I wouldn't like you to forget that." The two stations are owned by Burridge D. Butler. It is understood that planographed letters will soon be mailed to advertisers and agencies from New Orleans, Dallas, Kansas City, St. Louis, Washington and New York emphasizing the services of WLS.

* * *

Coupons Over Milwaukee

SPONSOR flying service has been inaugurated on WTMJ, Milwaukee, by arrangements for local flying service over the city and nearby towns. Coupons good at dealers' stores and samples of merchandise are dropped while WTMJ programs plug the stunt and trace the plane's flights. Signs on the plane and skywriting are available where desired.

* * *

KVI Float

PRIZE-WINNING float entered in the Daffodil Festival proved to be effective promotion for KVI, Tacoma. A scene from "Snow White and the Seven Dwarfs" was reproduced on a truck while music from the picture was played on a portable turntable. The float won second prize in its division.

* * *

Seven UP Features

UNITED PRESS has released a promotion folder spotlighting its seven special features in addition to general news coverage. The features are sports, fashion chatter, women in the news, on the farm front, in movieland, under the Capitol dome, week-end news reviews.

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Don Lee Promotes

DON LEE Broadcasting System has issued a golden-covered booklet which shows the "26 Primary Stations in the 26 Primary Pacific Coast Markets." Population, radio families, and retail sales for each county in California, Oregon and Washington are included.

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Pix of Explorer

HICKOK OIL Co., Toledo, sponsoring the transcribed *Black Flame of the Amazon* on more than 11 Midwestern stations, offers a free picture of Harold Noice, featured explorer of the serial. Photographs are distributed at Hickok service stations.

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Calendars From NBC

NBC is mailing a "Radio Timebuyers' 1938 Calendar" to advertisers and agencies who place spot business on NBC managed stations. The calendars are sent from the various national spot offices, accompanied by letters signed by the salesmen.

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It Happens in Monterey

KDON, Monterey, Cal., carries a cartoon map of the local bay region on the back of its letter heads which portrays the industrial and social activities of that community.

TYPICAL—Of promotional tieups for the *Lone Ranger* program is this lobby display used by WCKY, Cincinnati, during local showing of the movie serial of the same name. The Cincinnati sponsor is Schulze bakery, which had this masked ranger in the marquee handing out masks and badges to youngsters.

Ageless

IOWA NETWORK has issued a promotion folder indicating that both youngsters and oldsters find radio tops. Local Schulze Baking Co. aired one spot announcement on KRNT, Des Moines, for *Lone Ranger* masks and 50,000 were distributed to youngsters the following week. A 94-year-old lady named radio the greatest contribution to civilization in her life time and gave G. Phender Greenburg, promotion manager of the Iowa Network, a chance to tie-in the oldsters with radio advertising.

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WOAI Coverage

WOAI, San Antonio, has issued a booklet of 10 intensity survey maps indicating its increased coverage since the erection of a new 425-foot vertical radiator early in 1938. Six free offers brought in heavy mail returns in a two-week period soon after the antenna was installed, according to WOAI. The maps show day and night circulation and include data for six different times of broadcasting.

* * *

KTAR Promotes

INDIRECT promotion stunt of KTAR, Phoenix, is the Cartoon Guide of Arizona, a small book of 120 pages including a cartoon map of the state. Radio isn't mentioned but the book is indespensible to tourists who want to know the history and the wonders of Arizona. Written with humor and splashed with clever cartoons, the book is one of those that you can't put down.

* * *

Page the Women

INTRODUCING its *Woman's Page*, a five-weekly review of local news for women featuring Billie Blum and Myrtle Labbit, CKLW Windsor-Detroit, has issued a promotion folder containing pencil sketches of them. The front cover carries the outline of a woman's head cut from the household and social sections of a newspaper.

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Penny Savers

BOOKLET called "Penny Savers" has been published by Ann Russell, home economist of KVOR, Colorado Springs, Col. The 24-page booklet is given for the asking on the morning weekday program titled *Good Morning Neighbor*.

* * *

KDKA Trailers

KDKA, Pittsburgh, is exhibiting trailers in 68 Warner theatres within a 100-mile radius of the city. The trailers emphasize feature programs, artists and facilities of KDKA.

"Let's get this wire right out to every salesman in my territory. The New York office says our WLW show's been okehed. Now we're really set to go."

WLW - *The Nation's Station*

CINCINNATI

STUDIO EQUIPMENT
to Suit Your Needs

Designed by RCA engineers . . . giving you the advantages of RCA's vast experience in all fields of radio . . . RCA Broadcast Equipment combines real quality with right prices

RCA offers three lines of speech input apparatus suited to the needs of stations —the economy, the standard and the de luxe lines.

RCA equipment is really high fidelity in performance . . . produces uniform frequency response . . . low distortion over the entire band . . . low hum level.

RCA Speech Input Equipment is designed mechanically for accessibility and convenience.

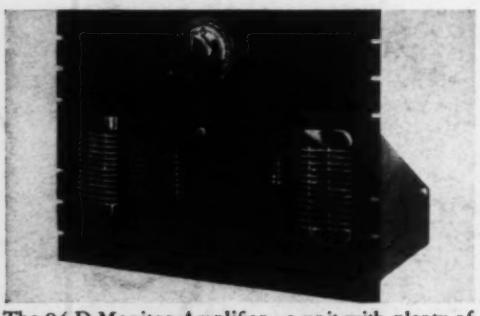
RCA Auxiliary Units—turntables, mikes, loudspeakers—provide a complete system engineered together and designed for high fidelity service.

RCA was the first to offer complete AC operated Speech Input Equipment—first to offer velocity microphones—first to offer the generally accepted low priced 70-A turntables.

RCA equipment is the finest money can buy. This is proved by its wide use—by leading networks and by progressive independent stations.

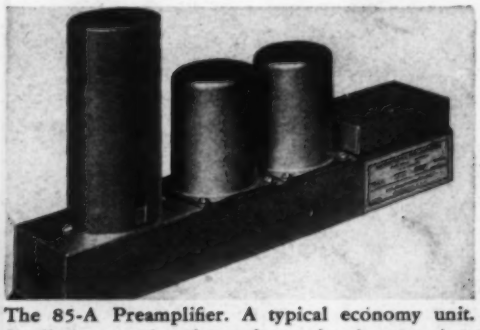
It will pay you—when buying broadcast equipment—to look for the RCA trademark

RCA TUBES SET THE STANDARD FOR BROADCASTING SERVICE



The 94-D Monitor Amplifier—a unit with plenty of power for good bass reproduction.

The 44-BX Microphone—standard of broadcasting.



The 85-A Preamplifier. A typical economy unit. Small, inexpensive, for rack or chassis mounting.

RCA *Broadcast Equipment*

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